

# Merchant & Gould

An Intellectual Property Law Firm

3200 IDS Center  
80 South Eighth Street  
Minneapolis, Minnesota  
55402-2215 USA  
TEL 612.332.5300  
FAX 612.332.9081  
www.merchantgould.com

A Professional Corporation

Direct Contact

Danielle I. Mattessich  
612.336.4725  
dmattessich@merchantgould.com

July 19, 2012

VIA U.S. MAIL

**TTAB**

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451

Re: Lifetech Resources LLC v. Myskin, Inc.  
Opposition No.91200084  
Mark: SKINTELLIGENCE; Serial No. 77/960,706  
Our Ref. 16284.0003USTA

Dear Sirs:

Enclosed for filing is Opposer's Notice of Reliance for the matter referenced above.

Sincerely,



Danielle I. Mattessich

DIM/aja

Enclosures



**07-23-2012**

U.S. Patent & TMO/c/TM Mail Rpt Dt. #72

# Merchant & Gould

An Intellectual Property Law Firm

P.O. Box 2910  
Minneapolis, MN 55402-0910  
TEL 612.332.5300  
FAX 612.332.9081  
www.merchantgould.com

Direct Contact | dmattessich@merchantgould.com  
612.336.4725

A Professional Corporation

Lifetech Resources, LLC, )  
Opposer, )  
v. ) Opposition No. 91200084  
Myskin, Inc., )  
Applicant. )

Mark: SKINTELLIGENCE  
Serial No.: 77/960,706  
Docket Number: 16284.0003USTA

**CERTIFICATE UNDER 37 CFR 1.8:**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Trademarks, P.O. Box 1451, Alexandria, Virginia 22313-1451 on July 19, 2012.

By:   
Name: Amanda Avery

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, Virginia 22313-1451

Dear Commissioner:

We are transmitting herewith the attached:

- ☒ Return postcard.
- ☒ Transmittal Sheet in duplicate containing Certificate Under 37 C.F.R.
- ☒ Opposer's Notice of Reliance

Please charge any additional fees or credit overpayment to Deposit Account No. 13-2725. A duplicate copy of this sheet is enclosed.

By:   
Name: Danielle I. Mattessich

(CONTESTED MATTER)

# Merchant & Gould

An Intellectual Property Law Firm

P.O. Box 2910  
Minneapolis, MN 55402-0910  
TEL 612.332.5300  
FAX 612.332.9081  
www.merchantgould.com

Direct Contact | dmattessich@merchantgould.com  
612.336.4725

A Professional Corporation

Lifetech Resources, LLC, )  
Opposer, )  
v. ) Opposition No. 91200084  
Myskin, Inc., )  
Applicant. )

Mark: SKINTELLIGENCE  
Serial No.: 77/960,706  
Docket Number: 16284.0003USTA

**CERTIFICATE UNDER 37 CFR 1.8:**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Trademarks, P.O. Box 1451, Alexandria, Virginia 22313-1451 on July 19, 2012.

By:   
Name: Amanda Avery

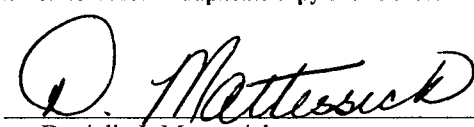
Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, Virginia 22313-1451

Dear Commissioner:

We are transmitting herewith the attached:

- ☒ Return postcard.
- ☒ Transmittal Sheet in duplicate containing Certificate Under 37 C.F.R.
- ☒ Opposer's Notice of Reliance

Please charge any additional fees or credit overpayment to Deposit Account No. 13-2725. A duplicate copy of this sheet is enclosed.

By:   
Name: Danielle I. Mattessich

(CONTESTED MATTER)


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Lifetech Resources, LLC,	)	Opposition No. 91200084
	)	
Opposer,	)	Mark: <b>SKINTELLIGENCE</b>
	)	
v.	)	Serial No.: 77/960706
	)	
MYSKIN, INC.	)	Filing Date: March 17, 2010
	)	
Applicant.	)	Published: February 1, 2011
	)	

**OPPOSER'S NOTICE OF RELIANCE NO. 1**

Pursuant to 37 C.F.R. §2.120(j) and 2.122(e), Opposer, Lifetech Resources, LLC ("Lifetech"), hereby gives notice of its reliance and introduces into evidence as part of the record:

1. Printouts of the registration information (including specimens of use and/or Internet materials showing current use of the registered marks in connection with the goods/services cited in the respective third party registrations) from the Trademark Office's TESS and TDR systems regarding the following registrations:

REGISTRATION NUMBER	MARK
3909249	SKIN  MINE
2262135	<b>MICROPHARMACY</b>
3117628	<b>METACEUTICAL</b>
3093890	<b>PHYSIOAGE</b>
3658207	<b>IOMA BEAUTY DIAG</b>
3470956 App. No. 85/664199	<b>MARY KAY</b>
1224781 App. No. 79/111512	<b>EUCERIN</b>
3466148	<b>DERMALOGICA</b>



REGISTRATION NUMBER	MARK
3278055	VICHY
3142934	RXSYSTEMS
2187959	MARIO BADESCU SKIN CARE

The above-referenced registrations and Internet materials are relevant to show third party use and registration of marks used in connection with the same or similar goods as those of Opposer and Applicant in this case.

2. Opposer's First Set of Admissions (that were not answered by Applicant) that are deemed admitted under Fed. R. Civ. P. 36.

This information is relevant to show Applicant's admissions that the marks at issue are identical, the parties' goods are related, and there is a likelihood of confusion between Opposer's mark and Applicant's mark.

3. The USPTO file history and TARR report of U.S. Reg. No. 1,783,801 is being submitted and made part of the opposition record pursuant to 37 CFR 1.221(d).

The file history of U.S. Reg. No. 1,783,801 is being submitted to support Opposer's ownership of the SKINTELLIGENCE trademark registration and to establish that the relied upon registration is still subsisting.

Respectfully submitted,

LIFETECH RESOURCES, LLC

By its Attorneys,



Karen McDaniel  
Danielle I. Mattessich  
MERCHANT & GOULD P.C.  
80 South Eighth Street, Suite 3200  
Minneapolis, Minnesota 55402-2215  
(612) 332-5300

Date: 7-19-2012

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Lifetech Resources, LLC,	)	Opposition No. 91200084
	)	
Opposer,	)	Mark: <b>SKINTELLIGENCE</b>
	)	
v.	)	Serial No.: 77/960706
	)	
MYSKIN, INC.	)	Filing Date: March 17, 2010
	)	
Applicant.	)	Published: February 1, 2011
	)	

**INDEX OF OPPOSER'S NOTICE OF RELIANCE (NO. 1)**

1. Plaintiff's Testimony (confidential and non-confidential testimony of Beverly Halcon is being filed under separate cover)
2. Third Party Trademark Registrations Printed from TESS, with accompanying specimens of use (from TDR) and/or Internet materials showing current use of the registered marks in connection with the goods/services listed in each third party registration. A Declaration (of Danielle I. Mattessich) in support of the Internet materials is also submitted.
3. Opposer's First Set of Requests for Admissions Filed on Applicant (and unanswered) Pursuant to Rule 36 FRCP
4. File History (from TDR) of U.S. Reg. No. 1,783,801 (SKINTELLIGENCE) owned by Opposer

**CERTIFICATE OF SERVICE**

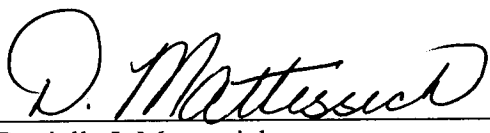
I hereby certify that a true and correct copy of the foregoing OPPOSER'S NOTICE OF RELIANCE NO. 1 was served on Applicant by First Class Mail, postage pre-paid, this 19th day of July, 2012 at the following address of record:

RAJIV RANJAN  
MYSKIN INC  
123 TOWN SQUARE PL STE 324  
JERSEY CITY, NJ 07310-1756

  
\_\_\_\_\_  
Danielle I. Mattessich

**CERTIFICATE OF FILING**

I hereby certify that a true and correct copy of the OPPOSER'S NOTICE OF RELIANCE NO. 1 was filed with the UNITED STATES PATENT AND TRADEMARK OFFICE, Trademark Trial and Appeal Board, P.O. Box 1451 Alexandria, VA 22313-1451 by First Class Mail, postage pre-paid, this 19th day of July, 2012.

  
\_\_\_\_\_  
Danielle I. Mattessich

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Lifetech Resources, LLC,	)	Opposition No. 91200084
	)	
Opposer,	)	Mark: <b>SKINTELLIGENCE</b>
	)	
v.	)	Serial No.: 77/960706
	)	
MYSKIN, INC.	)	Filing Date: March 17, 2010
	)	
Applicant.	)	Published: February 1, 2011
	)	

**DECLARATION OF DANIELLE I. MATTESSICH IN SUPPORT OF OPPOSER'S  
NOTICE OF RELIANCE NO. 1**

I, Danielle I. Mattessich, hereby declare as follows:

1. I am an associate with the law firm of Merchant & Gould P.C., counsel for Opposer Lifetech Resources, LLC in this opposition proceeding. I submit this declaration in support of Opposer's Notice of Reliance No. 1. I have personal knowledge of the facts stated herein and, if called as a witness, could and would testify competently hereto.
2. Opposer submits this Declaration in support of Opposer's Notice of Reliance No. 1. TMBP § 704.02 states that certain types of evidence, such as official records and printed publications as described in 37 CFR § 2.122(e), need not be introduced in connection with the testimony of a witness but may instead be made of record by filing the materials with the Board under cover of one or more notices of reliance during the testimony period of the offering party.
3. Pursuant to TBMP §704.08(b), a document obtained from the Internet may be admitted into evidence pursuant to a notice of reliance in the same manner as a printed publication in general circulation in accordance with 37 C.F.R. §2.122(e).

4. The Internet materials submitted with Opposer's Notice of Reliance No. 1 are publically available documents that identify (1) the date each was printed; and (2) the source of each document (URL).

5. The Internet materials submitted by Opposer in Opposer's Notice of Reliance No. 1 are true and correct copies of the electronic materials I personally reviewed on the Internet and printed on July 18, 2012 or July 19, 2012.

6. The Internet records are examples of third parties in the cosmetic industry who sell both skincare products and offer electronic tools for skin care analysis under the same brand names. These records are being submitted to support Opposer's position that consumers are likely to confuse the source of Applicant's products with Opposer, or Opposer's products with Applicant.

I declare under penalty of perjury that the foregoing is true and correct.

Dated: July 19, 2012

By:   
Danielle I. Mattessich

**Opposition. No. 91200084 .**

**Lifetech Resources, LLC vs. MySkin, Inc.**

**Printouts of the registration information from the  
Trademark Office's TESS and TDR systems and  
evidence of use of registered marks in commerce**



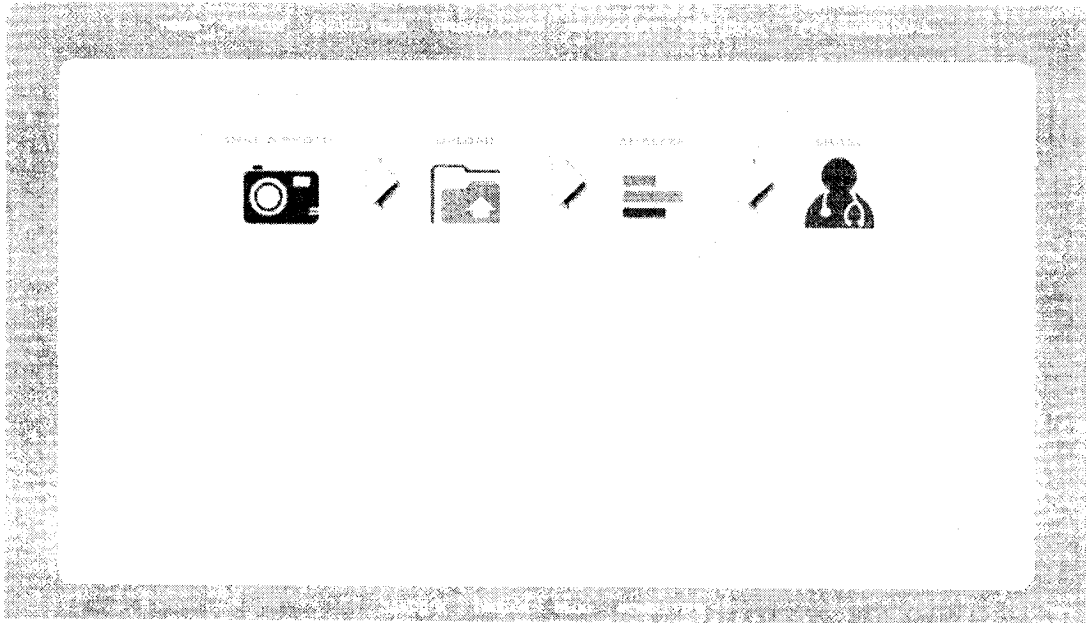
<b>Word Mark</b>	SKIN OF MINE
<b>Goods and Services</b>	IC 003. US 001 004 006 050 051 052. G & S: Non-medicated balms for use on skin; non-medicated ointments for the prevention and treatment of sunburn; skin creams; skin lotions; skin moisturizer; sun block. FIRST USE: 20100922. FIRST USE IN COMMERCE: 20100922
	IC 009. US 021 023 026 036 038. G & S: Computer <b>software</b> for analyzing and providing quantitative feedback about an individual's skin and moles. FIRST USE: 20080715. FIRST USE IN COMMERCE: 20100121
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	16.03.01 - Cameras; Cameras, motion picture; Cameras, video; Lenses, photographic
<b>Trademark Search Facility Classification Code</b>	ART-16.03 Photography; cinematography; optics SHAPES-BAR-BANDS Designs with bar, bands or lines SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons
<b>Serial Number</b>	77938268
<b>Filing Date</b>	February 17, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A;1B
<b>Published for Opposition</b>	July 13, 2010
<b>Registration Number</b>	3909249
<b>Registration Date</b>	January 18, 2011
<b>Owner</b>	(REGISTRANT) SKIN OF MINE DOT COM, LLC LIMITED LIABILITY COMPANY NEW YORK Suite 5S 400 Columbus Avenue Valhalla NEW YORK 10595
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE SKIN APART FROM THE MARK AS SHOWN
<b>Description of Mark</b>	Color is not claimed as a feature of the mark. The mark consists of the stylized text "SKIN OF MINE", with the "O" forming the lens area of a stylized camera.
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE





WELCOME TO SKIN OF MINE

Sign out



LOG IN

CREATE AN ACCOUNT

## Should you be concerned about a mole? Yes.

Melanoma, the most serious form of skin cancer, might appear suddenly and without warning, but might also develop on an existing mole. Catching this deadly disease early is the key to a successful skin cancer treatment regimen.

We've made it easy for you to analyze and track changes in your moles online, as part of your regular skin self-exams. Simply upload a photo of your mole and our state-of-the-art software will analyze it, scan the internet for similar images, and assist you in tracking changes in the appearance of your mole over time.

You can then share and discuss your image with any SkinOfMine user, including your dermatologist.

Get started now. It could save your life.



FOLLOW US ON

FACEBOOK



BLOG

NEWSLETTER

SIGNUP



SKINOfMine

Becoming such a night owl I feel like I'm an underdog all over again.  
11 days ago

good line from Avatar: "they won't come within 100M miles of here" says it all!  
26 days ago

Why am I starting this website? In a word: Bore. My husband. He grew up on the Appalachian coast of Maine, spending long summers in Orono, a tiny yet quaint beach town. He was among the first to bring surfing to Acadia, which not only resulted in a lawsuit for antisocial harassment, he spent endless dark and night-driving miles in July, the forested and winding Acadia roads, & the time he spent with his wife, Lisa and his pr...  
Read more



beta

LOG IN [Forgot Password](#)  
e-mail address

[create account](#)

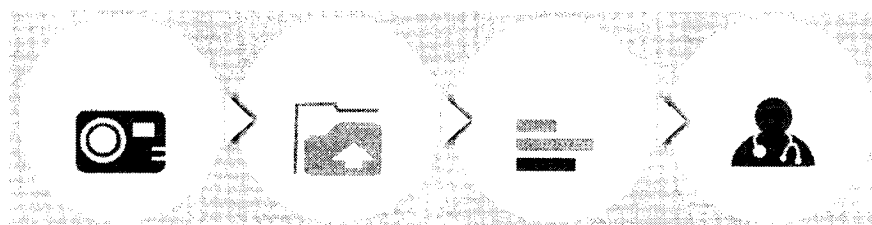
HOME

WATCH A VIDEO

SEE SAMPLES

UPLOAD PHOTOS

TIPS



moles wrinkles spider veins evenness redness melasma acne vitiligo psoriasis lip plumpness teeth whiteness

#### Upload a photo to your account for online diagnosis and treatment

- **1 UPLOAD YOUR PHOTO** Upload a photo of your concern after creating an account and signing in.
- **2 SPECIFY YOUR CONCERNS** Tell us what ails you by answering a few questions related to your concern. Submit up to three photos of your skin.
- **3 SELECT YOUR EXPERT** Select among dermatologists and/or nurse practitioners licensed to diagnose and treat skin concerns in your state.
- **4 SUBMIT YOUR CASE** You pay the consultation fee and submit your images and questionnaire to the expert of your choice. After reviewing your case, your expert will respond with a diagnosis, prescription and/or over-the-counter recommendations, therapeutic advice, and helpful reading links, generally within 24 hours. You'll be notified via email when the response is ready.

#### Upload a photo & analyze to get automatic feedback about:

- **MOLES** Quantify the symmetry, border regularity, and color regularity of moles, as a way of automating your skin self-exam.
- **PSORIASIS** Measure the area of extent as well as the redness, scaliness, and thickness.
- **VITILIGO** Measure the area of extent.
- **ACNE** Measure your "acne index" in order to compare the severity of acne in today's photo with an earlier or later one.
- **WRINKLES** Find your "wrinkle index." This will allow you to compare today's photo with an earlier or later one, for the purpose of quantifying the effect of an anti-aging regimen.
- **EVENNESS** Measure the evenness of your skin tone. This will allow you to compare today's photo with an earlier or later one, for the purpose of measuring the effect of a cream or laser.
- **MELASMA** Measure the area of extent, darkness, and heterogeneity of hyperpigmented regions. This will allow you to compare today's photo with an earlier or later one, for the purpose of measuring the effect of a treatment.
- **REDNESS** Quantify the redness of your skin, so that you can track it over time.
- **LIP PLUMPNESS** Measure the plumpness of your lips, for the purpose of comparing today's photo to an earlier or later one. This will allow you to quantify the effect of a product or treatment.
- **TEETH WHITENESS** Measure the whiteness of your teeth.
- **SPIDER VEINS** Measure the severity of your spider veins. This will allow you to quantify the effect of a vein treatment.

#### Mathematically align two photos to highlight changes.

#### Recent Blog Entries

##### Benefits of an Online Dermatology Consultation

There are a number of reasons why one might choose to submit a case to an online dermatologist or nurse practitioner licensed to diagnose, prescribe, and otherwise treat skin conditions in your state. First, there's the quick turn-around time. Tried to get a traditional appointment with a dermatologist lately? The average wait time nationwide is 38 days, but that nearly doubles to 73 days in Boston. With an online consultation, you can get an answer much faster; generally within 24 hours. [Read more.](#)

##### Quantitative Analysis of Skin Moles

#### Online Consultations Now available in:



#### Find us on Facebook

SkinOfMine.com

Like

1,595 people like SkinOfMine.com.



Heidi's Photo Lisa



Chantelle Valerie Foster Apple



Facebook social plugins

The Skin Of Mine Mole Analysis module provides quantitative feedback about symmetry, border, and color regularity of moles from ordinary digital photos. The graph shown below is the analysis for the mole shown in the photo. This mole was later biopsied and determined to be benign. [Read more...](#)

#### New Method of Describing Psoriasis

Physicians created the Psoriasis Area and Severity Index (PASI) in 1978 because they needed an objective and quantitative way to describe the effectiveness of a new psoriasis treatment drug Soriatane (acitretin). Over the past 3 decades, PASI has become a widely used method for assessing the severity of psoriasis, as well as for judging new psoriasis medications and therapies. [Read more...](#)

#### Quantifying and Tracking Vitiligo

"When determining the effectiveness of a specific treatment for a specific disease, it is important to have a reproducible, validated, pragmatic, and sensitive scoring system." [1] Traditionally, the job of scoring has fallen to the dermatologist, who has two fairly widely accepted scoring systems available to help monitor vitiligo: the vitiligo area severity index (VASI) [2] and the vitiligo disease activity score (VIDA) [3]. [Read more...](#)

#### The Significance of Wrinkle Index

Wrinkles. Something we analyze consciously or subconsciously continually in our daily encounters with colleagues, friends, the TV, and the mirror. But the intuitive results are qualitative: "lots" or "a few," "Deep" or "fine." In order to measure the effect of a treatment, however, more precision is required. [Read more...](#)

#### Quantifying Acne

We used the Skin Of Mine Acne module at skinofmine.com to quantify acne of six individuals, where the severity of the acne of the individuals ranged from none to severe. In each case, the computer mouse was used to manually highlight the areas of concern for each individual. Results are shown below. The lower row of images shows the highlighted regions in green. [Read more...](#)

[SANDBOX](#) [TWITTER](#) [FACEBOOK](#) [BLOG](#) [NEWSLETTER](#) [e-mail to sign up](#)

©2010 Skin Of Mine Dot Com, LLC | [Privacy Policy](#) | [Terms Of Use](#) | [Contact us](#)

**Typed Drawing****Word Mark** MICROPHARMACY**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: health and beauty products, namely, cleansers; moisturizers; alpha hydroxy acids; skin exfoliators and scrubs; hair and skin conditioners; bath water additives; creams and lotions for hair, skin, face and body; hair shampoos; skin toners; facial masks; skin fading lotions; tanning lotions; skin lighteners; and foundation makeup. FIRST USE: 19980612. FIRST USE IN COMMERCE: 19980612

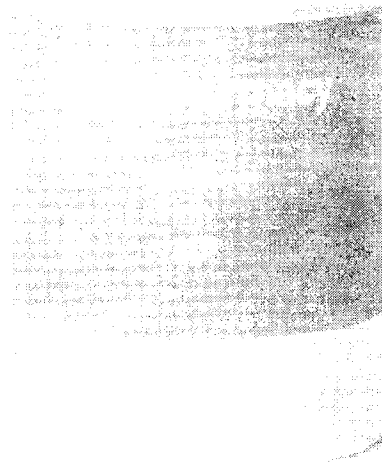
IC 005. US 006 018 044 046 051 052. G &amp; S: health and beauty products, namely, pharmaceutical products for the treatment of skin disorders; medicated creams and lotions for hair, skin, face and body; vitamins; nutritional supplements; and antibiotic ointments. FIRST USE: 19980612. FIRST USE IN COMMERCE: 19980612

IC 009. US 021 023 026 036 038. G & S: computer **software** for use in operation of point-of-sale systems by physicians and clinics utilizing proprietary bar code technology for linking information about the physician, patient, product and supplier in the retail sale of health and beauty products; and such computer **software** computer hardware and computer peripherals sold as a unit for use in the retail sale of health and beauty products. FIRST USE: 19971203. FIRST USE IN COMMERCE: 19971203**Mark Drawing Code** (1) TYPED DRAWING**Serial Number** 75356789**Filing Date** September 15, 1997**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** April 27, 1999**Registration Number** 2262135**Registration Date** July 20, 1999**Owner** (REGISTRANT) Young Pharmaceuticals Inc. CORPORATION CONNECTICUT 1840 Berlin Turnpike Wethersfield CONNECTICUT 06109**Attorney of Record** NANCY KENNEDY**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100120.**Renewal** 1ST RENEWAL 20100120**Live/Dead Indicator** LIVE

**Gel™**

**Anti-Redness  
EmuluGel**

**1 oz  
30 g**



MicroPharmacy is a leading provider of point-of-sale software for medical retailing. Our software is designed to help medical retailers manage their inventory, track sales, and improve customer service. We offer a wide range of software solutions for medical retailers, including inventory management, sales tracking, and customer service. Our software is easy to use and integrates seamlessly with existing systems. We are committed to providing the best software solutions for medical retailers.



For registration and  
technical support,  
call 800-529-2904

## Point-of-Sale Software for Medical Retailing

**MicroPharmacy**

© 2008 MicroPharmacy Corp.  
All rights reserved.  
08/0801 Z

# METACEUTICAL

**Word Mark** METACEUTICAL

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Non-medicated skin care preparations; skin care products, namely, nonmedicated skin serum; wrinkle removing skin care preparations. FIRST USE: 20060301. FIRST USE IN COMMERCE: 20060301

IC 005. US 006 018 044 046 051 052. G & S: Nutraceuticals supplements; calcium supplements; dietary supplements; food supplements; herbal supplements; homeopathic supplements; mineral supplements; nutritional supplements; vitamin supplements; medicated skin care preparations; meal replacement drinks; meal replacement powders; meal replacement bars; meal replacement and dietary supplement drink mixes. FIRST USE: 20050606. FIRST USE IN COMMERCE: 20050606

IC 009. US 021 023 026 036 038. G & S: Computer **software** for health and fitness evaluation. FIRST USE: 20050831. FIRST USE IN COMMERCE: 20050831

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 76574042

**Filing Date** January 23, 2004

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** June 14, 2005

**Registration Number** 3117628

**Registration Date** July 18, 2006

**Owner** (REGISTRANT) Forever Slim International, Inc. CORPORATION TEXAS 501 San Juan Drive Suite P Southlake TEXAS 76092

**Attorney of Record** David H. Tannenbaum

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

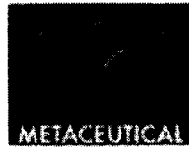
**Live/Dead Indicator** LIVE



**METACEUTICA**

**Rejuvenation**  
**Age-Defying Facial Cream**  
**2 oz**

body technology



**Forever Slim, International**

501 San Juan, Ste. P  
Southlake, TX 76092  
(817) 424-5204  
FAX (817) 251-1358

## **Metaceutical Profile**

### **Installation/Operating Instructions**

**System Requirements:** Pentium 200 or higher machine, 16 mb ram, 64 mb hard disk space, Windows™ 98 or higher.

**Make sure there are no other programs running before installation.**

Insert cd in the cd drive.

If Windows Run CD Comes Up-follow commands or click on **Run** from the **File** menu.

Type the cd drive (normally D:;E: or proper drive) setup at command line, click **OK** or hit **enter**  
{example: e:/setup.exe}.

A logo screen will appear. Unless you want to change the drive, leave it at the default **C:MBA**.

Press "**enter**" and follow prompts and instructions until installation is complete.

If screen appears asking if you want to keep latest version? Click **YES** to all.

Open the **MBA System** icon group after system has restarted.

Click on "**MBA Site Administration**" icon.

Fill out the information screen. ***This is very important!*** This will be the information printed on all of the profiles generated. You must use your **tab** key to move **forward** to the next field and **shift tab** to move **backwards**.

Click on **"update"** when information is correct.

Click on **"registration"** ---Keep this open---You will need the (Site Information) "yellow" 15 digit number when you call **Forever Slim, International** at **817-424-5204** to register. ***This must be done before any profiles can be processed.***

MBA Technology will provide the information to fill in the **"Activation Key"** (green field) from the 15-digit site information you provided.

After typing information provided by MBA for the "Activation Key" click on **"update"**.

The system will give the number of profiles available. This number will be 104 at the first installation. You will have 100 profiles available, the other four are for the demonstration module.

At this point you may want to set up counselor information. This is needed to access the **Review Previous Metaceutical Profile**. To set up a counselor you will need a name and password.

Click **Exit** to return to the **Program Group**.

***Installation is complete and you are ready to begin your business.***

To process **Metaceutical Profile**, double click **MBA System** in the program group.

To enter a new profile click on the first option **"Fill Out New Metaceutical Profile"**.

To review, edit, print entire or print summary or view graph click on **Review Previous Metaceutical Profile**. You will need a counselor ID to access this portion.

When the screen is at the options menu the demonstration module will automatically begin after 1 minute.

**Technical Support - Forever Slim, International at 817-424-5204**

# PhysioAge

**Word Mark** PHYSIOAGE

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Skin care products, namely, wrinkle removing skin care preparations. FIRST USE: 20041127. FIRST USE IN COMMERCE: 20041127

IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements, namely supplements for treating the physiological manifestations and diseases associated with human aging. FIRST USE: 20040712. FIRST USE IN COMMERCE: 20040712

IC 009. US 021 023 026 036 038. G & S: Computer **software** for assessing the physiological age of an individual, for analyzing and reporting medical and clinical research data securely over the internet to clients with authorization, for uploading data from multiple data collection sites to a web-based storage site, all for the purpose of assessing the physiological changes and diseases associated with human aging. FIRST USE: 20040311. FIRST USE IN COMMERCE: 20040311

IC 042. US 100 101. G & S: Diagnostic services in the field of clinical age management. FIRST USE: 20040311. FIRST USE IN COMMERCE: 20040311

IC 044. US 100 101. G & S: Medical services, namely, therapeutic treatment aimed at the psychological changes and diseases associated with human aging. FIRST USE: 20050301. FIRST USE IN COMMERCE: 20050301

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78322098

**Filing Date** November 3, 2003

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** June 14, 2005

**Registration Number** 3093890

**Registration Date** May 16, 2006

**Owner** (REGISTRANT) Central Park South Internal Medicine DBA PhysioAge Medical Group CORPORATION NEW YORK 30 Central Park South, 8D New York NEW YORK 10019

**Attorney of Record** Peter S. Sloane

**Type of Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR).

**Live/Dead Indicator** LIVE



Like 101

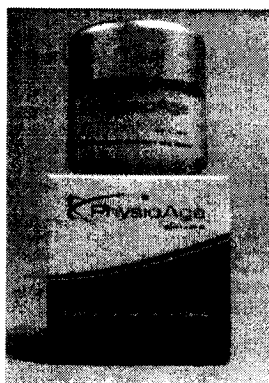


For More Information Call:

**877-749-7462**

New York  
Utah  
California  
Michigan

## Anti Aging Skincare Treatment With Estriol & Retinol



Available by prescription only, PhysioAge SuperCream with Estriol and Retinol is a powerful skin care cream scientifically formulated to reverse the effects of the aging process and sun damage\*. A unique delivery system enables the active ingredients to deeply penetrate the skin's lower layers, where they are gradually released to improve cellular function and repair.

Naturally found in human skin, both estriol and retinol have been demonstrated in clinical trials to stimulate collagen production and protect against premature aging caused by sun exposure and subsequent increases in the enzymes that age skin (matrix metalloproteinases). We combine them with the potent antioxidants coenzyme Q10 and ginkgo biloba to reduce oxidative stress and enhance cellular metabolism and energy production. The result is a powerful medicine for the skin formulated in a light, oil-free, pleasant-smelling, hypoallergenic base that is easy to apply.

This highly absorbable cream was specifically developed to deliver medicine to the cells deep beneath the surface of the skin. This cream can be used in conjunction with your favorite moisturizer.

Price: \$125 per 30gm jar

Patients may contact our office at 877-888-3210 to purchase.

\* - These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



For Mc

87



Like 101

[Home](#) ▶ Diagnostics

Page 2 of 2

**Why should I take the PhysioAge Systems test?***To find out how well you are aging*

Because you want to know how well each of your important body systems is aging, so you can identify your weakest link and do something about it *before* you develop a disease. Recognizing your body's unique strengths and weaknesses can help you achieve improved quality of life and sustained health. PhysioAge Systems provides a unique health profile that is tailored for you to identify your current and future health status.

As an example, you may be 60 years old but have the arteries of a 75-year-old. Your doctor might want to address this risk by treating your cardiovascular system *now*, rather than waiting until you develop heart disease.

**How does PhysioAge measure my health and aging?***Using sophisticated Biomarkers of Aging*

Your health professional will perform several **painless, noninvasive** tests on you and may draw some blood. You will also take a 15-minute computerized brain function test, either at home or in your doctor's office. The results of these tests are submitted to a web-based reporting platform, which automatically generates a comprehensive report listing your physiological ages as well as easy-to-understand descriptions of up to individual results. You will have access to your results via a secure and private online portal for future reference.

**The PhysioAge® Composite index**

*Explains 80% of the differences in the aging process*

Working with our Stanford University biomathematician, we analyzed relationships among various biomarkers to develop the formulas used to calculate the physiological ages of six important organ systems. Then we developed the PhysioAge Composite, a weighted composite index of these six underlying ages. The PhysioAge® Composite is able to explain 80% of the difference amongst individuals in the aging process. No other system comes close to this benchmark in measuring the physiological age of important organ systems.

**Following are the six core Biomarkers of Aging measured by PhysioAge Systems:****CardioAge - Arterial Stiffness Testing**

Evaluates cardiovascular risk by measuring blood pressure at the heart to determine artery suppleness

**CutoAge - Skin Elasticity Testing**

Assesses the elasticity, firmness, and resistance of the skin with the same instrument used in numerous clinical trials for skin care products

**PulmoAge - Lung Function Testing**

Measures lung function, which is linked to many fatal diseases, not just lung disease

**NeuroAge - Brain Function Testing**

Assesses brain aging through a series of computerized tests focused on age-sensitive aspects of cognitive function

**TelomerAge - Telomere Length Measurement**

Measures telomere lengths - caps at the ends of the chromosomes that shorten with every cell division to indicate cell longevity

**ImmunoAge - Immune Function Testing**

Uses an advanced blood test to measure the health of your immune system

**Pricing**

Basic Biomarker Package: \$295

Includes CardioAge, PulmoAge, CutoAge, NeuroAge, and body composition testing, along with your full report

**Optional Testing:**

ImmunoAge: \$300

TelomerAge: \$350

**Other Available Tests:****Ultrasound CIMT (Carotid Intima-Media Thickness)**

Detects sub-clinical atherosclerosis at the time when further progression can be prevented--long before your stress test is positive--without the radiation exposure of the heart scan

**Bone Mineral Density Scan**

Measures your propensity to develop osteoporosis using the latest GE LUNAR DEXA Scanner.

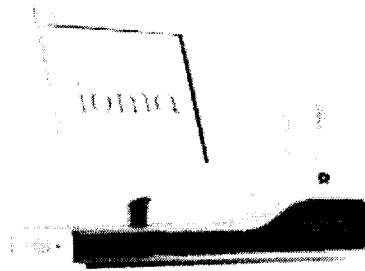
**Body Composition Testing**

Measures body fat & lean body mass using bioelectrical impedance

# IOMA BEAUTY DIAG

<b>Word Mark</b>	IOMA BEAUTY DIAG
<b>Translations</b>	The words "IOMA" and "DIAG" have no meaning in a foreign language.
<b>Goods and Services</b>	<p>IC 003. US 001 004 006 050 051 052. G &amp; S: Cosmetic products, namely, cleansing creams and gels, cosmetic cream for <b>skin care</b>, milks, oils, soaps, sun-tan lotions and preparations, sun protecting preparations, face cream, lotions, cosmetic preparations for whitening skin, facial and body scrubs, make-up remover, beauty lotions, beauty serums, skin conditioning creams for cosmetic purpose</p> <p>IC 005. US 006 018 044 046 051 052. G &amp; S: Dermatological products, namely, medicinal creams for <b>skin care</b>, medicated <b>skin care</b> preparation for use in treating skin with redness, lack of hydration, skin disorders, wrinkles, brown spots and skin firmness; dermatological pharmaceutical products</p> <p>IC 009. US 021 023 026 036 038. G &amp; S: Computer <b>software</b> for the analysis of data collected by probes analyzing the characteristics of the skin; electronic and microelectronic components, namely, microchips; optical, measuring and checking instruments, namely, physiological sensors for hydration, trans-epidermal water loss, temperature, pigmentation depth and roughness, pressure modulus, pressure regulators, all these goods for scientific and industrial use; electric switchers, electric transformers, electric accumulators, electric regulators, electric flow controllers; analysis apparatus for non medical use which can be composed of pressure sensors and/or picture sensors; electronic data processors; computers; computer screens</p>
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	SHAPES-MISC Miscellaneous shaped designs
<b>Serial Number</b>	79054655
<b>Filing Date</b>	May 15, 2008
<b>Current Basis</b>	66A
<b>Original Filing Basis</b>	66A
<b>Published for Opposition</b>	May 5, 2009
<b>Registration Number</b>	3658207
<b>International Registration Number</b>	0966552
<b>Registration Date</b>	July 21, 2009
<b>Owner</b>	(REGISTRANT) INTUISKIN Société par Actions Simplifiée FRANCE Parc Technologique des Fontaines, Z.I. Bernin; F-38920 CROLLES FRANCE
<b>Attorney of Record</b>	Janet G. Ricciuti
<b>Priority Date</b>	November 22, 2007
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY" IN CLASSES 3 AND 5. APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE



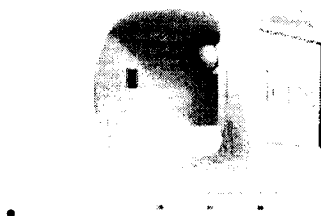


## IOMA Beauty Diag

**The microscopic measurement analysis of your skin designed for the beauty rooms.**

In less than 5 minutes, with 13 different measurement points, IOMA Beauty Diag provides you with:

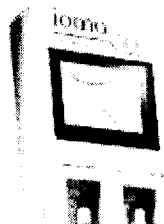
- your objective scientific skin diagnosis,
- your personalized IOMA skincare prescription
- your Bespoke Youth Rituals formulation
- the regular follow up on the results of your personal IOMA beauty treatment for the duration of your treatment



## **IOMA Sphere**

The macroscopic measurement analysis of your skin featured while sales events.

[Find out more](#)



## **IOMA Link**

The microscopic measurement analysis of your skin tailored for your points of sale

[Find out more](#)

## **Tell us about your skin...**

[Complete the questionnaire](#)

Tell us how you perceive your skin, then visit one of our stores to get your complimentary diagnostic using our patented devices.

## **Meet the experts**

[Interview with Pascal Ransch](#)

In this interview, P.R. reveals the real course of action of IOMA. This cosmetic start-up surprises by its determination to have technological innovation serve beauty.

[Read more](#)

[Read all interviews](#)

## **IOMA news**

[All news](#)

28.06.2012

IOMA gives its website a makeover

More user-friendly, more detailed, more beauty-oriented, the new IOMA website has been fully rethought. Built by the London agency Treat...[read more](#)

05.06.2012

IOMA receives a Cosmétique*mag* OSCAR for its Cocoon Feet, Elbow and Knee Cream.

Feet, elbows, knees - these are areas that can be particularly dry and unsightly. After many formulations, Eric Viviant was...[read more](#)

## Store finder

Where are you?

France

[Submit Query](#)

## Products

- [Face products](#)
- [Bespoke products](#)
- [Body products](#)



[Like us on facebook](#)

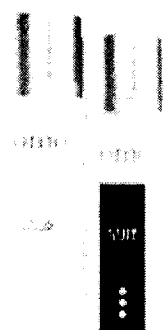


[Connect with us](#)

- [Terms & Conditions](#)
- [Contact](#)
- [Sitemap](#)

## 2 Active Bases

**Complementary textures and formulas for an extreme effectiveness.**



The Day Cream base, light as a cloud, and the Night Cream base, rich and regenerating.

Each one contains:

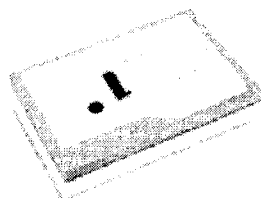
### **Neutrazen**

Neutrazen is an ultra-performing peptide that reduces the threshold of skin sensitivity, combats reactivity of sensitive skin and prevents the appearance of redness.

## **Vitamin E**

Vitamin E antioxidant properties protect the body from the harmful effects of free radicals and slow down the skin's aging process. Its presence enables the best conservation of membrane lipids, composed of polyunsaturated fatty acids, that are highly sensitive to oxidation.

How to buy



### **A Unique Formulation**

After a high precision diagnosis, your personalized formulation of the Day Cream and Night Cream.

Use the options below to find your closest point of sale or check how to buy the IOMA products online from the [buy online](#) page.

United States

## Search results

SAKS FIFTH AVENUE BEVERLY HILLS

9600 Wilshire Boulevard,

CA 90212 BEVERLY HILLS, United States

T: 310-275-4211

E: [peni.rea@ioma-paris.com](mailto:peni.rea@ioma-paris.com)

SAKS FIFTH AVENUE NEW YORK

611, 5th Avenue,

NY 10022 NEW YORK, United States

T: 212-753-4000

E: [helena.hohental@ioma-paris.com](mailto:helena.hohental@ioma-paris.com)

## SKINCARE PRODUCTS

## FACE PRODUCTS

## RANGE 1 2 3 4 5 6 7

### Face Products

- 1. Dry skin & UV damage
  - Moisturizing Cleansing Milk
  - Moisturizing Toning Lotion
  - Optimum Moisture Serum
  - Optimum Moisture Cream Day and Night
  - Anti-Dryness Mask

### 2. Fine lines

### 3. Wrinkles & lack of firmness

### 4. Diffuse redness

### Bacterial infections

### 5. Oily skin

### 7. Dark spots

### Body Products



## Moisturizing Cleansing Milk

Gently removes your make-up and moisturizes your skin

149 164 73 FL. OZ.

### PROVEN RESULTS

- Provides gentle cleansing and make-up removal
- Maintains and strengthens your moisture level

### TEXTURE BENEFIT

A gel that melts for an easier make-up removal

### BEAUTY ADVICE

Gently apply a small amount of IOMA Moisturizing Cleansing Milk over the whole face and neck with your hands. Dissolve make-up and impurities by moving in circular motions over the entire face. Rinse with clear water. The IOMA Moisturizing Cleansing Milk ensures a high tolerance make-up removal, all while being extremely gentle.

### FIND OUT MORE

How to buy



# MARY KAY

**Word Mark** MARY KAY

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Cosmetics; Non-medicated skin care preparations; Fragrances for personal use. FIRST USE: 19630913. FIRST USE IN COMMERCE: 19630913

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 77297579

**Filing Date** October 5, 2007

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** May 6, 2008

**Registration Number** 3470956

**Registration Date** July 22, 2008

**Owner** (REGISTRANT) Mary Kay Inc. CORPORATION DELAWARE 11.038 TMKB 16251 Dallas Parkway Addison TEXAS 75001

**Prior Registrations** 0817516;2684192;AND OTHERS

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Other Data** The name "Mary Kay" does not identify a living individual.

**Live/Dead Indicator** LIVE



# Mary Kay Regimen Advisor

<b>Word Mark</b>	MARY KAY REGIMEN ADVISOR
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: DOWNLOADABLE <b>SOFTWARE</b> APPLICATIONS IN THE NATURE OF MOBILE APPLICATIONS FOR USE IN CONNECTION WITH SMARTPHONES AND OTHER PORTABLE ELECTRONIC DEVICES IN THE FIELD OF COSMETICS AND BEAUTY CARE
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85664199
<b>Filing Date</b>	June 28, 2012
<b>Current Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Owner</b>	(APPLICANT) <b>Mary Kay</b> Inc. CORPORATION DELAWARE 16251 Dallas Parkway Addison TEXAS 75001
<b>Attorney of Record</b>	John D. Wiseman
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

Jamie Cripps  
Independent Beauty Consultant  
(970) 368-2711  
Contact Me!

Register or Log In | Español  
Search Mary Kay  
0 items in your bag | View Bag | Checkout

WHAT'S NEW SKIN CARE MAKEUP BODY & SUN FRAGRANCE MEN COMPANY SELL MARY KAY My MK  
SKIN CARE > Cleansers

MARY KAY® POTENTIAL  
EFFECTS™ SKIN CARE

AGE-FIGHTING

CLEANSERS

MOISTURIZATION

CLASSIC BASIC SKIN CARE

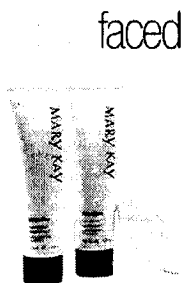
M-MEN® SKIN CARE

VELOCITY® SKIN CARE

LIP & EYE CARE

SPECIFIC NEEDS

TRAVEL ROLL-UP BAG  
(UNFILLED)



TimeWise® 3 in 1 Cleanser (normal/dry)  
TimeWise® 3 in 1 Cleanser (combination/oily)  
TimeWise® 3 in 1 Cleansing Bar (with soap dish)  
Velocity® Facial Cleanser  
Mary Kay® Facial Cleansing Cloths

Tell A Friend

SPHML



Watch Mary Kay  
on YouTube



Join Mary Kay  
on Facebook



Follow Mary Kay  
on Twitter



Follow Mary Kay  
on Pinterest



Mary Kay  
eCatalog



Mary Kay  
Virtual Makeup

SATISFACTION GUARANTEE | PRIVACY | DSA CODE OF ETHICS | REGISTERING IN

WHAT'S NEW

New Products  
eCatalog  
Best Sellers  
Makeup Artist Looks  
Virtual Makeover  
Personal Beauty Profiler  
Awards and Honors  
Beauty Editors' Picks  
Host a Party  
Beauty On a Budget  
Tune & Trends  
Gift Guide  
Download Mobile Apps  
In the Media  
Free Offers  
Last Chance

SKIN CARE

Mary Kay® Botanical  
Effects™ Skin Care  
Age-Fighting  
Cleansers  
Moisturizers  
Classic Basic Skin Care  
M-Men® Skin Care  
Velocity® Skin Care  
Lip & Eye Care  
Specific Needs  
Travel Roll-Up Bag  
(unfilled)

MAKEUP

Eyes  
Lips  
Cheeks  
Foundations  
Concealers  
Powders  
Compacts and  
Applicators  
Facial Highlighting Pen  
Travel Roll-Up Bag  
(unfilled)  
Last Chance

BODY & SUN

Body Care  
Mary Kay® Sun Care  
Collection  
Last Chance  
FRAGRANCE  
Women's  
Men's  
M-Men® Skin Care  
Men's Fragrances  
Mary Kay® Sun Care

COMPANY

Company Founder  
Mary Kay Milestones  
Mary Kay Around the  
World  
Social Responsibility  
The California  
Transparency in Supply  
Chain Act of 2010  
Company Quick Facts  
Blog  
Press Room  
The Mary Kay  
Foundation  
Product Research &  
Development  
Other Mary Kay Sites

SELL MARY KAY

Life Can Be Good Again  
Get Started  
Make Money  
Learn How  
Rewards & Recognition  
The Opportunity in the  
Media  
About the Direct Selling  
Industry  
DSA Code of Ethics

My MK

Account Information  
Product Reorder  
Regainers  
Order History  
Product  
Recommendations  
Beauty News  
Host a Party  
Register/Log In



ABOUT SSL CERTIFICATES



Secure Online Pay. Click Here for more information.

©2007-2012 Mary Kay Inc.

# The MK Regimen Advisor™ Find the perfect skin care regimen from Mary Kay! Pick the description that best fits your skin and see what skincare regimen best suits your needs.

	Easy Beauty	Early Signs of Aging	Moderate Signs of Aging	Advanced Signs of Aging
<b>What is happening to Your Skin:</b>	Invisible Sun Damage is Occurring • Excess oil/shine or • T-Zone variances or • Dry skin • Occasional pimples • Visible pores • Dry, chapped, flaky lips	Sun Damage Begins to Appear • Emerging uneven skin tone • Rough, dull skin • Under-eye puffiness • Visible pores • Dry, chapped, flaky lips	Sun Damage Becomes More Noticeable • More visible uneven skin tone • More visible dark spots • Rough, dull, lifeless skin • Loss of firmness • Fine lines around mouth & eyes • Fine lines on neck become visible • Under-eye puffiness, dark circles • More visible/larger pores • Loss of moisture • Dry, chapped, flaky lips	Sun Damage is More Pronounced • Pronounced dark patches • Pronounced dark spots • Rough, dull, lifeless skin • Loss of firmness & sagging skin • Deep expression lines • Deep wrinkles, sagging on neck • Under-eye crepiness, sagging • Loss of elasticity, large pores • Loss of moisture, very dry • Dry, chapped, flaky lips
<b>Typical Age Range</b>	16 to 25	25 to 35	35 to 50	50+
<b>Cleanse</b>	Botanical Effects™ Cleansers Facial Cleansing Cloths	TimeWise® 3-in-1 Cleanser TimeWise® 3-in-1 Cleansing Bar	TimeWise® 3-in-1 Cleanser TimeWise® 3-in-1 Cleansing Bar	TimeWise Repair™ Volu-Firm™ Foaming Cleanser
<b>Protect &amp;/or Hydrate</b>	Foundation Primer Sunscreens Broad Spectrum SPF 15*	TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35* TimeWise® Moisturizer Sunscreen Broad Spectrum SPF 30*	TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35* TimeWise® Moisturizer Sunscreen Broad Spectrum SPF 30*	TimeWise Repair™ Volu-Firm™ Day Cream with Sunscreen Broad Spectrum SPF 30*
<b>Renew</b>		TimeWise® Night Solution	TimeWise® Night Solution	TimeWise Repair™ Volu-Firm™ Night Treatment
<b>Hydrate</b>	Botanical Effects™ Moisturizers	TimeWise® Age-Fighting Moisturizer	TimeWise® Age-Fighting Moisturizer	TimeWise Repair™ Volu-Firm™ Night Treatment with Retinol
<b>Extra Hydration</b>		Oil-Free Hydrating Gel, Intense Moisturizing Cream, Extra Emollient Night Cream		
<b>Acne</b>		Acne-Fighters Set		
<b>Foundation</b>	Mineral Powder Foundation Cream to Powder Foundation Tinted Moisturizer Sunscreen Broad Spectrum SPF 20*	All Foundations	All Foundations with a focus on TimeWise® Foundations	All Foundations with a focus on TimeWise® Foundations
<b>Refresh/Tone/Soften</b>	Botanical Effects™ Toners	TimeWise® 3-in-1 Cleanser	TimeWise® 3-in-1 Cleanser	TimeWise Repair™ Volu-Firm™ Foaming Cleanser
<b>Balance/Replenish</b>	Botanical Effects™ Masks	TimeWise® Moisture Renewing Gel Mask	TimeWise® Moisture Renewing Gel Mask	TimeWise® Moisture Renewing Gel Mask
<b>Exfoliate/Fine Lines</b>		TimeWise® Microdermabrasion	TimeWise® Microdermabrasion	TimeWise® Microdermabrasion
<b>Even Skin tone</b>		TimeWise® Even Complexion Essence & Mask	TimeWise® Even Complexion Essence & Mask	TimeWise Repair™ Volu-Firm™ Day & Night products if needed, supplement with Even Complexion products
<b>Firming &amp; Lifting</b>			TimeWise® Replenishing Serum +C*	TimeWise Repair™ Volu-Firm™ Lifting Serum
<b>Recover &amp; Fortify</b>			TimeWise® Night Restore & Recover Complex™	TimeWise Repair™ Volu-Firm™ Set
<b>Wrinkles (quick fix)</b>			TimeWise® Targeted Action® Line Reducer	
<b>Remove Eye Make Up</b>		Oil-Free Eye Makeup Remover		
<b>De-Puff/Dark Circles</b>	Indulge® Soothing Eye Gel with Calming Influence™ (De-Puff only)	TimeWise® Targeted Action® Eye Revitalizer	TimeWise® Targeted Action® Eye Revitalizer	TimeWise Repair™ Volu-Firm™ Eye Renewal Cream
<b>Lines &amp; Wrinkles</b>		TimeWise® Age-Fighting Eye Cream	TimeWise® Firming Eye Cream	
<b>Firming/Dark Circles</b>				
<b>Exfoliating/Moisture</b>	Satin Lips®	Satin Lips®	Satin Lips®	Satin Lips®
<b>Priming</b>		TimeWise® Age-Fighting Lip Primer	TimeWise® Age-Fighting Lip Primer	TimeWise® Age-Fighting Lip Primer

The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate this document in connection with their Mary Kay businesses. This page should not be altered from its original form.

©2012 Mary Kay Inc. All Rights Reserved. Printed in U.S.A.

\*Over-the-counter drug product

**Typed Drawing**

<b>Word Mark</b>	EUCERIN
<b>Goods and Services</b>	IC 003. US 051. G & S: Cosmetic Skin Lotion. FIRST USE: 19810531. FIRST USE IN COMMERCE: 19810531
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	73324030
<b>Filing Date</b>	August 17, 1981
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	November 2, 1982
<b>Registration Number</b>	1224781
<b>Registration Date</b>	January 25, 1983
<b>Owner</b>	(REGISTRANT) BEIERSDORF AKTIENGESELLSCHAFT CORPORATION FED REP GERMANY UNNASTRASSE 48 20253 HAMBURG FED REP GERMANY
<b>Attorney of Record</b>	THOMAS J. BAKER, JR.
<b>Prior Registrations</b>	1172795
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20030322.
<b>Renewal</b>	1ST RENEWAL 20030322
<b>Live/Dead Indicator</b>	LIVE

drugstore

BEAUTY.COM

welcome: sign in |  
your account | ☒ your list™ | your Rx | helpNEW! **FREE SI**drugstore.com  
the uncommon drugstore

search keyword

**free** La Roche Posay® Thermal Spring Water Mist  
with any \$40 La Roche Posay purchase\*click to  
redeem 

take 20% off select f

home &gt; beauty &gt; skin care &gt; cleansers &gt; all cleansers

**Eucerin Sensitive Skin Gentle  
Hydrating Cleanser** 8 fl oz (237 ml)

★★★★★ (106)

read reviews | write a  
review

Like 19 likes. Sign Up to see what your friends like.

0

**Eucerin**Sensitive Skin  
GENTLE  
HYDRATING  
CLEANSER\*At participating  
pharmacies**our price: \$5.99**

in stock

select quantity: 1

save to your list™ »

**add to bag**

see more from Eucerin

product details

ingredients

reviews

directions

**Rich-Foaming Lather Rinses Clean**

- Dermatologist Recommended
- Non-Comedogenic
- Fragrance Free

## Dermatological Skincare

Many cleansers are not appropriate for dry, sensitive skin, because they contain ingredients that can irritate. The Solution? Eucerin® Gentle Hydrating Cleanser, a gentle, non-irritating way of cleansing sensitive facial skin.

- Creates a moisture-rich lather that leaves skin feeling soft and clean.
- Rinses away easily, leaving your skin refreshed and free of soapy residue.
- Is soap-free, fragrance-free and non-comedogenic.

## Eucerin Promise

High quality ingredients and clinically proven formulas that help keep your skin healthy. Eucerin skin care is safe for sensitive skin and so effective that it's been trusted by dermatologists for years.

**Questions? Comments?** Call 1-800-277-4703 or visit [Eucerin.com](http://Eucerin.com)

## Warnings

---

**Keep out of reach of children.** For external use only. Keep out of eyes. Stop use and consult a doctor if irritation develops.

## related products



**Lavera Natural Cosmetics My Age Faces Gentle Foaming Cleanser**  
Rich Anti Wrinkle Care for Noticeably Firmer Skin Without Mineral ...  
[quick view»](#)



**Yes to Blueberries Age Refresh Smoothing Daily Cleanser**  
Formulated with Apple + Lemon Peel to Cleanse and Brighten ...  
[quick view»](#)



**DermaNew Sensitive Cleansing Crème**  
An ultra gentle, soap free cleanser for sensitive skin. Hydrates ...  
[quick view»](#)

## Related Searches

body ointment skin tips, mineral fusion ultimate moisture facial cleanser, dish dazzler foaming, comedogenic gentle cleanser, babyganics soap dish dazzler, acne treatment cleansers, eucerin redness relief tone perfecting

# EUCERIN SKIN CODE READER

**Word Mark**

EUCERIN SKIN CODE READER

**Goods and Services**

IC 009. US 021 023 026 036 038. G &amp; S: Scientific, photographic, cinematographic, optical, measuring and checking (supervision) apparatus and instruments

IC 042. US 100 101. G & S: Services in the field of science and technology as well as research and development related thereto; industrial analysis and research; creation and development of computer hardware and **software**; medical and scientific research in the field of the treatment and diagnosis of skin disorders and the general condition of the skin

IC 044. US 100 101. G &amp; S: Medical services; hygienic and beauty care for human beings; beauty treatments, beauty consultation, nutrition consultation, services in the field of beauty and skin care; consultation in the field of beauty and skin care; consultation relating to beauty treatments; skin analysis and advisory services relating thereto; providing of information relating to cosmetics and medicated cosmetic products on the Internet

**Standard Characters Claimed****Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Serial Number**

79111512

**Filing Date**

March 16, 2012

**Current Basis**

66A

**Original Filing Basis**

66A

**International Registration Number**

1112512

**Owner**(APPLICANT) **Beiersdorf** AG JOINT STOCK COMPANY FED REP GERMANY Unnastrasse 48 20253 Hamburg FED REP GERMANY**Priority Date**

November 16, 2011

**Type of Mark**

TRADEMARK. SERVICE MARK

**Register**

PRINCIPAL

**Live/Dead Indicator**

LIVE

## Cosmetics & Toiletries

---

### Beiersdorf Analyzes Consumer Skin at Its New Eucerin Skin Institute

Posted: February 7, 2012

On Feb. 3, 2012, [Beiersdorf](#) opened its first [Eucerin Skin Institute](#), a retail store in Hamburg that will also offer a skin diagnosis with personalized treatment.

The institute can analyze a consumer's skin with its Skin Code Reader, a device that can be used to assess the consumer's skin type and needs. The device was developed in collaboration with the Hamburg Dermatologikum's Volker Steinkraus, MD, and Eucerin's R&D director, Klaus-Peter Wittern. Once the reader determines the individual's skin code, this code is entered in a skin register and used to create individually tailored care and treatment plans. The company plans to use the reader to anonymously collect skin data from volunteers that they can then analyze on a long term basis. They aim to create the world's largest skin database to support product development and create better products for consumers.

The institute is located in the Alten Oberpostdirektion building at Hamburg's Stephansplatz, which also houses the Dermatologikum Hamburg and the Pharmacy at the Dermatologikum. In addition to its consumer offerings, the institute also provides a skin competence center where dermatologists and pharmacists can learn about the brand and about the subject of skin itself.

---

[Advertising](#) | [Contact Us](#) | [Customer Service](#) | [Allured Book-store](#) | [FAQ](#) | [Sitemap](#) | [E-newsletter Sign-up](#)

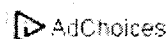
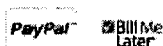
Copyright © 2012 [Allured Business Media](#). All rights reserved. | [Privacy Policy](#) | [Legal Terms](#)



**email exclusives**

Sign up to receive special offers

enter your email address

sign up **stay in the loop****company info**[our sites](#)[employment](#)[giving](#)[going green](#)[affiliate program](#)[California Transparency Act](#)**services**[popular searches](#)[product requests](#)[your list](#)[destination health](#)[gift center](#)[drugstore.com dollars](#)[international shipping](#)

Information on this site is provided for informational purposes only. It is not meant to substitute for a medical professional. You should not use the information contained herein for diagnosis or treatment of a medical condition. If you have or suspect that you have a medical problem, promptly contact your health care provider. Dietary supplements have not been evaluated by the Food and Drug Administration and may have side effects. While we work hard to ensure that all product information is correct, manufacturers should use our site as a reference, carefully read all product packaging, and contact the manufacturer for more information. We are not liable for inaccuracies or misstatements about products. Customer reviews are provided for informational purposes only and are not verified or endorsed by drugstore.com.

[Terms of Use](#) | [Privacy Policy](#) | [Pharmacy Notice of Privacy Practices](#)

Copyright © 1999-2012 drugstore.com, inc. All rights reserved.

[XML/RSS](#)

# DERMALOGICA

**Word Mark** DERMALOGICA

**Translations** The wording "DERMALOGICA" has no meaning in English.

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: AROMATHERAPY OILS; BATH SALTS; BODY CREAMS; BODY OILS; BODY SCRUBS; BODY WASHES; DEODORANT FOR PERSONAL USE; EXFOLIANTS FOR THE SKIN; FOUNDATION; HAIR CARE PREPARATIONS; HAIR CONDITIONERS; MAKE-UP REMOVERS; NON-MEDICATED SKIN CARE PREPARATIONS; PRE-MOISTENED COSMETIC WIPES; SHAMPOOS; SHAVING PREPARATIONS; SKIN CARE BOOSTERS, NAMELY, CONCENTRATED NON-MEDICATED SKIN CARE PREPARATIONS FOR TREATMENT OF A VARIETY OF SKIN CONDITIONS; SKIN CLEANSERS; SKIN CONDITIONERS; SKIN CREAMS; SKIN MASQUES; SKIN MOISTURIZERS; SKIN SCRUBS; SUN BLOCK PREPARATIONS; SUN CARE LOTIONS; AND SUN SCREEN PREPARATIONS. FIRST USE: 19860000. FIRST USE IN COMMERCE: 19860000

IC 005. US 006 018 044 046 051 052. G & S: ACNE MEDICATIONS; ANTIBACTERIAL SKIN WASH; DIETARY SUPPLEMENTS; MEDICATED SKIN CLEARING GEL; MEDICATED PRE-MOISTENED WIPES; AND MEDICATED SKIN CARE PREPARATIONS. FIRST USE: 19970301. FIRST USE IN COMMERCE: 19970301

IC 035. US 100 101 102. G & S: RETAIL STORE SERVICES IN THE FIELD OF SKIN CARE PRODUCTS. FIRST USE: 20040300. FIRST USE IN COMMERCE: 20040300

IC 044. US 100 101. G & S: SKIN CARE SERVICES; SKIN ANALYSIS AND CONSULTATION SERVICES RENDERED IN CONNECTION THEREWITH. FIRST USE: 20040300. FIRST USE IN COMMERCE: 20040300

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 77257593

**Filing Date** August 16, 2007

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** April 29, 2008

**Registration Number** 3466148

**International Registration Number** 0935578; 0959271

**Registration Date** July 15, 2008

**Owner** (REGISTRANT) International Dermal Institute, Inc. CORPORATION CALIFORNIA 1535 Beachey Place Carson CALIFORNIA 90746

**Attorney of Record** Michael J. MacDermott

**Prior**

<b>Registrations</b>	1539948
<b>Type of Mark</b>	TRADEMARK. SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

...

ne

# PERFECT SKIN CARE

DERMATOLOGICAL SKINCARE FOR ALL SKIN TYPES



THE PERFECT PLACE TO BUY ALL YOUR DERMATOLOGICAL SKINCARE PRODUCTS

The Perfect Place To Buy All Your Dermatological Skin Care Products. Love Beauty. Love Perfect Skin Care Xs.

dermatologica


[Home](#)
[Face Mapping](#)
[Dermatologica Products](#)
[About Us](#)
[FAQ's](#)
[Testimonials](#)
[Your Skin](#)
[Press](#)
[What's New](#)

## Dermatologica Categories

[Dermatologica Age Smart](#)  
[Dermatologica Chroma White](#)  
[Dermatologica Cleansers](#)  
[Dermatologica Boosters](#)  
[Dermatologica Daily Groomers](#)  
[Dermatologica Exfoliants](#)  
[Dermatologica Eye Treatments](#)  
[Dermatologica Masques](#)  
[Dermatologica MicroBac](#)  
[Dermatologica Men's Shave](#)  
[Dermatologica Moisturizers](#)  
[Dermatologica Skin Kits](#)  
[Dermatologica Skin Packages](#)  
[Dermatologica Solar Defence](#)  
[Dermatologica Spa Therapy](#)  
[Dermatologica Specialties](#)  
[Dermatologica Toners](#)  
[Dermatologica Travel Size](#)  
[Dermatologica Foundation](#)  
[Dermatologica Samples](#)

## Dermatologica Packages

[Acne Skin Package](#)  
[Overall Dryness Package](#)  
[Overall Oiliness Package](#)  
[Selective Dryness Package](#)  
[Selective Oiliness Package](#)  
[Sensitized Skin Package](#)  
[All Dermatologica Packages](#)

## Featured Dermatologica Products



**Dermatologica Skin  
hydrating booster**

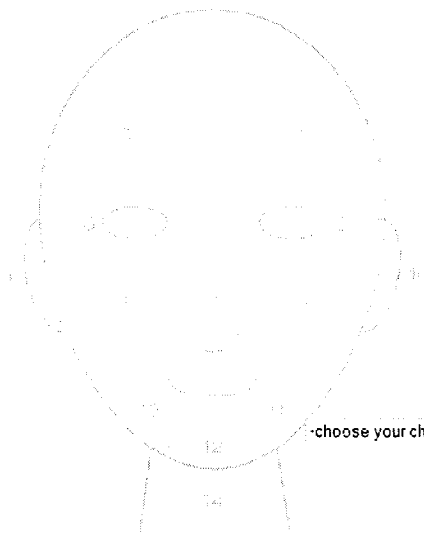
\$37.70

expert analysis.  
targeted results.



Welcome to Perfect Skin Care's Dermatologica real-time skin analysis. Target your skin concerns with our easy-to-use guide that analyzes your skin and prescribes your core Dermatologica regimen.

Simply select the conditions that match your skin in each zone provided, and we'll recommend the core products that are right for you.



face mapping® by **dermatologica**

Want a more in-depth consultation? Complete our online face mapping form or give us a call to book in for a

-choose your forehead condition-

-choose your eye condition-

-choose your cheek condition-

-choose your nose condition-

-choose your chin condition-

**Submit Query**

## Your Shopping Basket

Your Cart is Empty.

## My Account

[Login | My Account](#)

**"Find your perfect Dermatologica  
skincare product with our face  
mapping tool:**  
[http://t.co/0yz2Kis9"](http://t.co/0yz2Kis9)  
 9:58 AM May 3rd

## Dermatologica Points System

### new reward points

Earn points as  
you shop at  
Perfect Skin  
Care!



## Top Dermatologica Products



- 01 Dermatologica Skin Smoothing Cream
- 02 Dermatologica Active Moist
- 03 Dermatologica Daily Microfoliant
- 04 Dermatologica Spec...



## Your Skin

skin library speed mapping your questions **speedmapping**

Get your personalized product description for skin health results today!

start now

## Our Products

**product use** cleansers toners exfoliants moisturizers masques concentrated boosters targeted treatments eye treatments  
daylight defense shave body therapy daily groomers treatment foundation skin kits **skin concerns** oiliness  
acne and breakouts signs of skin aging uneven skin tone sensitivity or redness dryness and dehydration shaving **systems**  
skin health AGE Smart™ mediBac clearing™ UltraCalming™ ChromaWhite TRx® daylight defense body therapy shave  
**shop online**

Get Dermalogica products from the source at [buy.dermalogica.com](http://buy.dermalogica.com).

shop now

## About Us

our mission contact us careers open an account press dermalogica foundation company faqs

**join FITE**

Help women entrepreneurs worldwide grow their business.

learn more

## Store Locator

**store locator**

store locator concept spaces shop online

News

Find an authorized Dermalogica skin treatment center, salon, or spa near you.

store locator

## For Professionals

**open an account**

open an account business center education center  
[dermalinstitute.com](http://dermalinstitute.com) dermalogica academy

Dermalogica is more than a great product - it's a partnership for success.

learn more

search

## About Us

[← back](#)

**Contact Us**

The Dermalogica Partner in United States is listed below. Please contact their office for a referral to an authorized Dermalogica account in your area. Please call prior to visiting -- most Distributor Partners do NOT sell direct to the public.

Dermalogica, Inc. [website](#) [email](#)

**New York**

10 East 38th Street, 10th floor

New York, NY 10016

tel: (212) 685-0503

fax: (212) 685-0208

**Chicago**

100 E. Walton Place, Suite 500  
Chicago, IL 60611  
tel: (312) 751-8041  
fax: (312) 751-8577

**Atlanta**

1350 Spring Street Suite 150  
Atlanta GA 30309  
tel: (404) 876-4066  
fax: (404) 876-4067

**Dallas**

14901 Quorum Drive Suite 820  
Dallas TX 75254  
tel: (972) 267-3840  
fax: (972) 385-0766

**Scottsdale**

Highland Park, Suite 105  
4725 N. Scottsdale Road  
Scottsdale, AZ 85251  
tel: (480) 481-0054  
fax: (480) 481-0053

**Boston**

131 Middlesex Turnpike  
Burlington MA 01803  
tel: (781) 221-4880  
fax: (781) 221-4883

**Fort Lauderdale**

500 Cypress Creek Road  
Ft. Lauderdale FL 33309  
tel: (954) 958-9699  
fax: (954) 958-2499

**Denver**

The Paragon Building, Suite G10  
7100 E. Belview Ave  
Englewood, CO 80111  
tel: (720) 493-4874  
fax: (720) 493-4875

**Irvine**

16253 Laguna Canyon Road, Suite 160  
Irvine, CA 92618  
tel: (949) 453-0404  
fax: (949) 453-8308

**Philadelphia**

234 Mall Boulevard Suite 160  
King of Prussia, PA 19406  
tel: (610) 265-6072  
fax: (610) 265-6074

**Sacramento**

855 Howe Avenue Suite 3  
Sacramento CA 95825  
tel: (916) 925-1667  
fax: (916) 925-1697

**San Francisco**

110 Sutter Street, 9th Floor  
San Francisco, CA 94104  
tel: (415) 956-2305  
fax: (415) 956-3595

**Houston**

3100 Wilcrest Drive, Suite 130  
Houston, TX 77042  
tel: (713) 706-3311  
fax: (713) 706-4499

**Seattle (host location)**

740 S.W. 34th St  
Renton WA 98055  
tel: (800) 251-4247  
fax: (800) 251-5202

**Las Vegas**

6785 W. Russell Road, Suite 110  
Las Vegas, NV 89118  
tel: (702) 367-4201  
fax: (702) 367-4209

**Los Angeles**

**New Corporate Headquarters**

1535 Beachey Place  
Carson, CA 90746  
tel: (310) 900-4000  
fax: (310) 900-4040

**Minneapolis**

15 South Fifth Street Suite 600  
Minneapolis MN 55402  
tel: (612) 333-5700  
fax: (612) 333-5710

**Washington, D.C.**

8618 Westwood Center Drive , Suite 105  
Vienna VA 22182



tel: (703) 448-5480

fax: (703) 448-5485

[Sign up for our newsletter](#) [Contact](#) [Careers](#) [Sitemap](#) [Legal](#) [Facebook](#) [Twitter](#) [YouTube](#) [Dermalogica Worldwide](#)  
[Dermalogica USA](#)

# PERFECT SKIN CARE

DERMALOGICA SKIN CARE PRODUCTS FOR MEN AND WOMEN



get **mapped.**

FIND A DERMALOGICA THERAPIST | SITE

*The Perfect Place To Buy All Your Dermalogica Products. Love Beauty, Love Perfect Skin.*

**dermalogica**  
powered by science

[Home](#) [Face Mapping](#) [Dermalogica Products](#) [About Us](#) [FAQ's](#) [Testimonials](#) [Your Skin](#) [Press](#) [Wh](#)

## Dermalogica Categories

Dermalogica Age Smart  
Dermalogica Chroma White  
Dermalogica Cleansers  
Dermalogica Boosters  
Dermalogica Daily Groomers  
Dermalogica Exfoliants  
Dermalogica Eye Treatments  
Dermalogica Masques  
Dermalogica MediBac  
Dermalogica Men's Shave  
Dermalogica Moisturisers  
Dermalogica Skin Kits  
Dermalogica Skin Packages  
Dermalogica Solar Defence  
Dermalogica Spa Therapy  
Dermalogica Specialties  
Dermalogica Toners  
Dermalogica Travel Size  
Dermalogica Foundation  
Dermalogica Samples

## Dermalogica Packages

Acneic Skin Package  
Overall Dryness Package  
Overall Oiliness Package  
Selective Dryness Package  
Selective Oiliness Package  
Sensitised Skin Package  
All Dermalogica Packages

## Featured Dermalogica Products

**Dermalogica  
Skin hydrating  
booster**

**£37.70**

**expert analysis.  
targeted results.**



Welcome to Perfect Skin Care's Dermalogica real-time skin analysis. Target your skin condition with our real-time skin analysis guide that analyzes your skin and prescribes your core Dermalogica regimen.

Simply select the conditions that match your skin in each zone provided, and we'll recommend the products that are right for you.

-choose your forehead

-choose your cheeks

-choose your chin

-choose your jawline

-choose your chin condition-

Want a more in depth consultation? Complete our Online Consultation card or give us a call to book a one to one Face Mapping consultation, the skin analysis that reviews the 14 zones of your face and prescribes your core Dermalogica regimen.

- Your Skin
  - skin library
  - speed mapping
  - your questions
  - **speedmapping**

Get your personalized product description for skin health results today!

start now

- Our Products
  - **product use**
    - cleansers
    - toners
    - exfoliants
    - moisturizers
    - masques
    - concentrated boosters
    - targeted treatments
    - eye treatments
    - daylight defense
    - shave
    - body therapy
    - daily groomers
    - treatment foundation
    - skin kits
  - **skin concerns**
    - oiliness
    - acne and breakouts
    - signs of skin aging
    - uneven skin tone
    - sensitivity or redness
    - dryness and dehydration
    - shaving
  - **systems**
    - skin health
    - AGE Smart™
    - mediBac clearing™
    - UltraCalming™
    - ChromaWhite TRx®
    - daylight defense
    - body therapy
    - shave

- **shop online**

Get Dermalogica products from the source at [buy.dermalogica.com](http://buy.dermalogica.com).

[shop now](#)

- [About Us](#)

- [our mission](#)
- [contact us](#)
- [careers](#)
- [open an account](#)
- [press](#)
- [dermalogica foundation](#)
- [company faqs](#)

- **join FITE**

Help women entrepreneurs worldwide grow their business.

[learn more](#)

- [Store Locator](#)

- **store locator**

Find an authorized Dermalogica skin treatment center, salon, or spa near you.

[store locator](#)

- [store locator](#)
- [concept spaces](#)
- [shop online](#)

- [News](#)

- [For Professionals](#)

- **open an account**

Dermalogica is more than a great product - it's a partnership for success.

[learn more](#)

- [open an account](#)
- [business center](#)
- [education center](#)
- [dermalinstitute.com](#)
- [dermalogica academy](#)

- [search](#)



- [our products](#)

- [active moist](#)

- [share this](#)

- [Facebook](#)
- [Twitter](#)

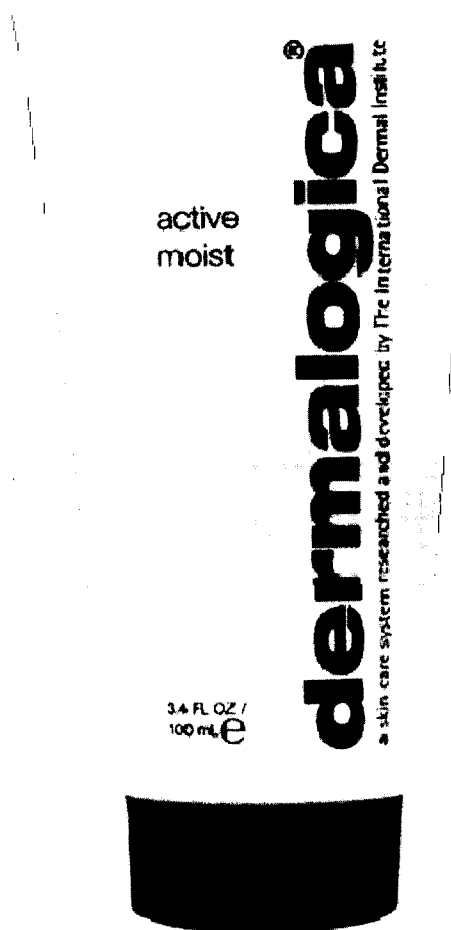
- [Email](#)
- [print this page](#)

-  hydrate
-  refine

available sizes



3.4 oz / 100 mL



## active moist

skin with excess oil production.

A lightweight, oil-free lotion for daily moisture protection that actively combats surface dehydration while smoothing the skin's surface with botanical extracts. Contains no artificial fragrance or color.

[learn more](#)



play video



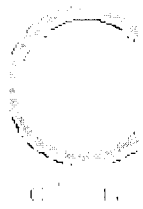
read reviews (74) write a review

73 out of 74 (99%) reviewers would recommend this product to a friend.

Like 75

- [Buy Now](#)
- [Buy Now](#)
- \$54.00
- \$38.00

**A "lightweight, oil-free lotion" for dermal delight.**



[see all press reviews](#)

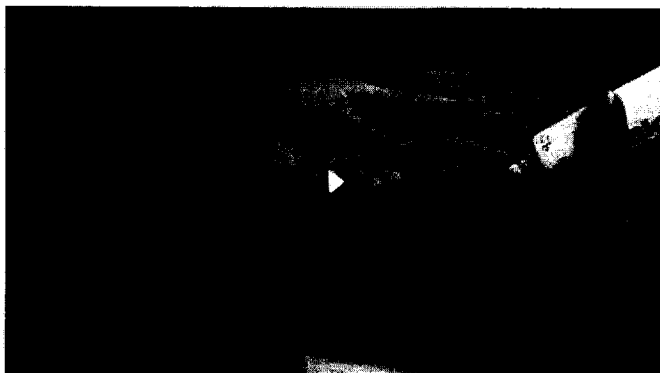


### **how to use**

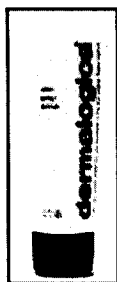
- Apply over damp face and throat with light, upward strokes. Best when used following Multi-Active Toner. Can be applied over or mixed with prescribed Dermalogica Concentrated Booster for additional results.

[view full ingredient list](#)

### **video**



you might also like...



**skin prep scrub**

refining power scrub [skin prep scrub](#)



**skin refining masque**

clarifying, deep-cleansing clay [skin refining masque](#)



**dermal clay cleanser**

purifying, invigorating cleanser [dermal clay cleanser](#)

**overall rating:**



4.9 out of 5

- [Sign up for our newsletter](#)
- [Contact](#)
- [Careers](#)
- [Sitemap](#)
- [Legal](#)
- [Facebook](#)
- [Twitter](#)
- [YouTube](#)



73 out of 74 (99%) reviewers would recommend this product to a friend.

Dermalogica Worldwide Dermalogica USA

sort reviews by Choose a sort order



5 of 5

### eat for sensitive skin!

June 20, 2012

Most every moisturizer I use breaks me out, but not this one. My skin always feels good after applying this to my face: Moisturized, but never too greasy. It has sort of a menthol-y scent which I love. A really great moisturizer for delicate skin.

0 of 0 found this review helpful.

Is this review helpful?

Report inappropriate content

Share this review:  



5 of 5

### eat product for controlling oily skin

June 9, 2012

My skin is usually an oil slick by mid-day and my makeup gets a bit darker from oxidation. After using Active Moist for just a few days, I saw immediate improvements. Not only has it gotten smoother, but my skin doesn't get super oily throughout the day. Surprisingly, by the end of the day, it feels the same way it did when I first applied everything in the morning. Not to mention, it feels so luxurious to use after cleansing and

theweddingplanner

Location: Downers grove, il

age: 18-24

Marie

Location: Orange County, CA

age: 18-24

ng. I use it under a beauty balm with SPF, so it's the perfect moisturizer  
keep my skin's oil levels in control.

it of 3 found this review helpful.

s this review helpful?

[Report inappropriate content](#)

re this review:  



it of 5

## Perfect Amount of Moisture

July 7, 2012

I've been using the active moist for 2 years and it is perfect for my skin  
(slightly oily t-zone and sometimes sensitive). It does not feel heavy  
has improved my skin tremendously. I am exposed to extreme heat  
conditions as I live in Florida which has a very humid environment and I surf  
am at the beach and in salt-water and the sun a lot. With the help of this  
moisturizer, my skin has actually improved and my skin is looking younger  
approach 30.

it of 2 found this review helpful.

s this review helpful?

[Report inappropriate content](#)

re this review:  



it of 5

## We Love Love!

July 11, 2012

I absolutely love this moisturizer!! I have an oily t-zone as well as sensitive  
finding products that don't irritate my skin has been difficult until  
Dermalogica, I feel like my skin drinks this product and I have noticed a  
reduction in oiliness after only a week of use.

**SurferJess**

Location: **Cocoa Beach, FL**

age: **25-34**

**Alissa**

Location: **San Diego, CA**

age: **25-34**

it of 1 found this review helpful.

Is this review helpful?

[Report inappropriate content](#)

Share this review: [f](#) [t](#)



it of 5

### **eat, Great Moisturizer!**

il 11, 2012

ve Combination to Oily skin and I am always on the hunt for a  
sturizer that can hydrate my skin but not leave it oily. I have found it! This  
duct works well with combination to oily skin. I wash my face in the  
ning, spritz some of my active toner and then apply this afterwards and  
skin feel great. The key with combo to oilier skin is to keep skin  
DRATED! This product does that. During the day it keeps the oil  
duction minimal and your foundation look good and it lasts longer. I def  
ommend it's another great products by Dermalogica.

it of 2 found this review helpful.

Is this review helpful?

[Report inappropriate content](#)

Share this review: [f](#) [t](#)



it of 5

### **ve it!**

ch 15, 2012

ve been using Active Moist for a year now. I use it twice a day. I'm not  
ining to change anytime soon.

it of 2 found this review helpful.

**Satine**

Location: **New York, NY**

age: **25-34**

**Bell**

Location: **Redondo Beach**

age: **25-34**

---

Is this review helpful?

Report inappropriate content

Share this review:  



5 out of 5

### active moisturizer

February 29, 2012

active moist is a great moisturizer that is light and doesn't feel oily at all. I love using it for the day because it doesn't feel like I have anything on. It works great when I need to put on makeup.

1 out of 1 found this review helpful.

Is this review helpful?

Report inappropriate content

Share this review:  



5 out of 5

### active moisturizer

February 27, 2012

I absolutely love this and will continue to use it. I have very oily skin and never used to use a moisturizer until I was recommended this! I tried a sample and bought it the next day! A little goes a long way and it's very effective. A bit pricey but worth it because it really does help!!! I apply makeup over top and it's fine, I use blotters during the day to keep excess off my skin looks noticeably clearer and less greasy!

2 out of 2 found this review helpful.

Is this review helpful?

Report inappropriate content

Share this review:  

**ShanL**

Location: San Diego, CA

age: 18-24

**Zieva**

Location: Altoona, PA

age: 25-34



4 of 5

fotahina

Location: los angeles

age: 35-44

**Best moisturizer for oily skin**

February 25, 2012

I'm a guy that has fairly oily skin so I dislike the feeling of putting thick greasy moisturizer on my face. This stuff is really light and not greasy at all. It spreads and absorbs easily and I like the smell. I actually look forward to using it on every morning. Thumbs up!

4 of 1 found this review helpful.

Was this review helpful?

[Report inappropriate content](#)Share this review:  

4 of 5

Avely

February 17, 2012

Great product! Perfect amount of moisture without being too greasy or oily. I have oily skin so it works very well on my skin!

4 of 1 found this review helpful.

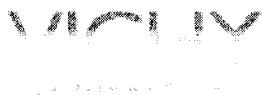
Was this review helpful?

[Report inappropriate content](#)Share this review:  [1](#) [2](#) [3](#) [4](#) [5](#) ... [8](#) [next](#)

# VICHY

<b>Word Mark</b>	VICHY
<b>Goods and Services</b>	IC 003. US 001 004 006 050 051 052. G & S: Gels for the bath and shower not for medical purpose; creams for the face, milks for the face, lotions for the face, non-medicated sun care preparations. FIRST USE: 20020900. FIRST USE IN COMMERCE: 20020900
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78978493
<b>Filing Date</b>	August 19, 2005
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	July 25, 2006
<b>Registration Number</b>	3278055
<b>Registration Date</b>	August 7, 2007
<b>Owner</b>	(REGISTRANT) L'Oreal SOCIETE ANONYME FRANCE 14, rue Royale Paris FRANCE 75008
<b>Attorney of Record</b>	Robert L. Sherman
<b>Prior Registrations</b>	2860607
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

Store Locator · Special Offers · In the Press · Customer Service · Register/Login to My Vichy



FACE CARE

SUN CARE

BODY CARE

EXPERIENCE VICHY



FREE SAMPLES  
with all orders  
My BAG (0)

Home · Face Care · Cleansers + Toners · Pureté Thermale 3-in-1 Calming Cleansing Solution

## PURETÉ THERMALE



### TECHNOLOGY

A refreshing cleansing water enriched with soothing Rose Phytophenol to clean the face, remove eye/lip make-up and soothe the skin in one simple step. No rinsing required.

**Ingredient Innovation:** Unique Micelle Technology, gentle yet effective in removing impurities and makeup. Rose Phytophenol, to calm and soothe skin. With Vichy Thermal Water, to soothe and fortify.

**Results:** Face, eyes and lips are perfectly cleansed in one simple step. Even the most sensitive skin feels soothed. Ultra-effective: cleanses and removes makeup without rubbing.

**Dermatological Standards:** Allergy tested. Tested on sensitive skin under dermatological and ophthalmological control. Tested on contact lens wearers. Alcohol-free. Soap-free. Colorant-free. Skin pH. Non-comedogenic.

### PRODUCT REVIEWS

54 (100%) customers would recommend this product to a friend

#### Effectiveness:

★★★★★

By Suzanne

April 25, 2012

Location: Orlando, FL

Age Range: 25-34

★★★★★

Love. This. Product.

This is my HG (Holy Grail) cleanser! I have very dry, sensitive skin. This 3-in-1 solution has changed my skin care routine. I have been using it for over a year, but my skin felt so much softer on the very first use. Over time, it has improved my skin texture in a major way. This product also does a great job at removing eye makeup ... it never irritates my eyes and it doesn't matter if I'm wearing my contacts or not.

The best part, though, is that it makes my skin feel truly clean ... Every once in a while I'll use a traditional lather-up face wash/scrub. Then afterwards I'll pour some of the 3-in-1 solution on a cotton ball and run it over my face just to see what is still there. Usually there is so much makeup/residue/whatever left behind by the other face wash that it grosses me out. Yuck. Wow, this review got really long, really quick. I guess I just really love this stuff!!!

## Pureté Thermale 3-in-1 Calming Cleansing Solution

\$16.50 ★★★★★ 54 reviews

**Skin Concern:** Aging, Dehydrated, Dry, Dull  
**Skin Type:** All, Sensitive

Pureté Thermale 3 in 1 Calming Cleansing Solution with Micelle Technology to effectively remove make-up and impurities, yet ultra-gentle on the skin. Ideal for all types of skin, even the most sensitive.

QUANTITY 1 SIZE 6.76 FL. OZ.

+ ADD TO MY BAG [Add to Favorites](#)

Recommend 29 recommendations. Sign Up to see what your friends recommend.

SKIN  
analysis

## Pureté Thermale Soothing Eye MakeUp Remover For Sensitive Eyes

\$16.50 5.1 FL. OZ.  
QUANTITY 1

[View Details](#)

## Thermal Spa Water

\$13.00 5.07 FL. OZ.  
QUANTITY 1

[View Details](#)

[View the Collection](#)

+ ADD TO MY BAG

## EXCLUSIVE CONTENT & OFFERS

5.1 FL. OZ. 16.50  
5.07 FL. OZ. 13.00



Like



## CHECK OUT WHAT'S NEW

DISCOVER

CONTACT

4 of 5 found this review helpful

Was this review helpful to you? [Yes](#) [No](#) [\(Report inappropriate\)](#)

Share this review:  

Effectiveness:



★ ★ ★ ★ ★

The best make-up remover ever

By [ChiquitaBanana](#)

February 29, 2012



Location: Miami, FL

Age Range: 25-34

Nooooo!! How come it is out of stock, it is the only micellar water that removes even waterproof makeup. I have been using this for almost 7 years. Please! We want it back in stock

1 of 2 found this review helpful.

Was this review helpful to you? [Yes](#) [No](#) [\(Report inappropriate\)](#)

Share this review:  

Effectiveness:



★ ★ ★ ★ ★

Great Product

By Anonymous

February 27, 2012



Location: Nashville, TN

Age Range: 35-44

I must confess that I do not routinely wash my face every night. Since I started using this product 2 times per day, I can see and feel a difference in the softness of my skin and my pores have become less visible.

1 of 2 found this review helpful.

Was this review helpful to you? [Yes](#) [No](#) [\(Report inappropriate\)](#)

Share this review:  

Effectiveness:



★ ★ ★ ★ ★

By [Yenmar](#)

February 25, 2012


Location: Atlanta, GA

Age Range: 25-34

I've always used cleansers that lathers because I feel like the ones that don't won't clean my face well. I got this from a beauty subscription and must say I am so glad I got it. I love how my skin feels with this cleanser. I love it so much that I went ahead and purchased the full size.

1 of 2 found this review helpful.

Was this review helpful to you? [Yes](#) [No](#) [\(Report inappropriate\)](#)

Share this review:  

Effectiveness:



★ ★ ★ ★ ★

By [Irisha](#)

February 25, 2012



Location: Seattle, WA

Age Range: 25-34

This product is excellent! With my sensitive skin I can't use anything without feeling a burning sensation. Not with this product. My skin feels clean, radiant and calm. It does a really great job taking all make up off without leaving thick residue. I recommend it to everyone to give it a try and you will fall in love with it!

1 of 2 found this review helpful.

Was this review helpful to you? [Yes](#) [No](#) [\(Report inappropriate\)](#)

Share this review:  

[1](#) [2](#) [3](#) [4](#) [5](#) [11](#) [next](#)

[Receive Our Email Updates](#)

[About Us](#)

[Privacy Policy](#)

[Contact Us](#)

[Sitemap](#)

© 2012 Vichy Laboratoires



[Store Locator](#) . [Special Offers](#) : [In the Press](#) . [Customer Service](#) : [Register/Login to My Vichy](#)

VICHY

[FACE CARE](#)[SUN CARE](#)[BODY CARE](#)[EXPERIENCE VICHY](#)FREE SAMPLES  
with all orders  
My BAG (0)[Home](#) [Skin Analysis](#)SKIN  
analysis

At Vichy, we believe that healthier, more beautiful skin starts with a consultation of your skincare essential health needs. Complete your online skin analysis and get immediate results for your skin type, skincare tips and a personalized routine recommendation for healthier, more beautiful skin.

Choose from the following skin analyses based on your major skin concern

ESTIMATED TIME: Less than 5 minutes each



### Aging skin

What does aging skin signify for you? Fine wrinkles and orange-looking skin.

[GET STARTED](#)

### Acne / shine prone skin

Your skin is already over-hydrated. Your skin is already hydrated, feeling soft and comfortable.

[GET STARTED](#)[Receive Our Email Updates](#)[Terms & Conditions](#)[Privacy Policy](#)[Contact Us](#)[Sitemap](#)

© 2012 Vichy Laboratoires

# RX SYSTEMS PF

**Word Mark** RX SYSTEMS PF

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Cosmetic and dermatological preparations and products, namely, non-medicated facial cleansers, glycolic acid cleansers, creams, lotions, eye gels, shampoo, moisturizers, facial peels, bleaching solutions, retinol facial creams and lotions and medicated and non-medicated soaps. FIRST USE: 20031000. FIRST USE IN COMMERCE: 20031000

IC 005. US 006 018 044 046 051 052. G & S: Cosmetic and dermatological preparations and products, namely, medicated facial cleansers, glycolic acid cleansers, creams, lotions, eye gels, shampoo, moisturizers, facial peels, bleaching solutions, and retinol facial creams and lotion. FIRST USE: 20031000. FIRST USE IN COMMERCE: 20031000

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78354713

**Filing Date** January 21, 2004

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** June 21, 2005

**Registration Number** 3142934

**Registration Date** September 12, 2006

**Owner** (REGISTRANT) RX Systems PF, Inc. CORPORATION MISSOURI 1976 Congressional Drive St. Louis MISSOURI 63146

**Attorney of Record** Harvey L. Yusman

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE RX SYSTEMS APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 8 (6-YR).

**Live/Dead Indicator** LIVE


FINE LINES &  
WRINKLES

AGE SPOTS

SUN DAMAGE

DRY SKIN

ACNE

OILINESS

FINE/THINNING  
HAIR

SCALP  
CONDITIONING

OIL BALANCING

ANTI-AGING

HYDRATING

HAIR REPAIR

SHOPPING CART

RECENT

Scientifically Advanced Skin Care

## REJUVENATING

### RECLAIM YOUR YOUTH

The Rejuvenating System sweeps away dead skin cells, restores the internal natural protein structure of skin on a cellular level, and improves skin tone. Collagen, retinol and our unique Glypoic Complex™ provide visibly remarkable effects. The result: a younger looking, more vibrant you.



#### PRODUCT SYSTEMS

##### OIL BALANCING

##### ANTI AGING

##### REJUVENATING

Rejuvenating Cleanser

Rejuvenating Protein  
Moisturizer

Rejuvenating Retinol  
Lotion

Rejuvenating Retinol  
Cream

Rejuvenating Facial  
Firming Mask

Rejuvenating Facial  
Firming Mask  
(Professional Size)

Age Defense Antioxidant  
Serum C

ProColl AP Line  
Diminishing Eye Cream

Facial Moisturizer SPF 35

Facial Moisturizer SPF 35  
(Professional Size)

Age Defense Antioxidant  
Complex

##### REPARATIVE

##### BODY CARE

##### HYDRATING

##### HAIR REPAIR

##### SKIN CONCERNS

##### THE SCIENCE

##### DR. SAMUELS

##### SKIN CARE ANALYSIS

##### BLOG

##### NEWS ROOM

##### FORWARD E-MAIL

##### REJUVENATING CLEANSER - 8 OZ

Gently sweeps away dirt and dead skin  
cells. LEARN MORE

\$39.90

ADD TO CART

##### REJUVENATING PROTEIN MOISTURIZER - 2 OZ

Glycoprotein and collagen improve moisture  
content of skin and reduce the appearance  
of fine lines and wrinkles. LEARN MORE

\$49.90

ADD TO CART



#### REJUVENATING RETINOL LOTION - 2 OZ

Rejuvenates and firms aging and sun damaged skin [LEARN MORE](#)

\$41.90

[ADD TO CART](#)



#### REJUVENATING RETINOL CREAM - 2 OZ

Rejuvenates and firms aging and sun damaged skin [LEARN MORE](#)

\$41.90

[ADD TO CART](#)



#### REJUVENATING FACIAL FIRMING MASK - 8 OZ

Improves skin tone and reduces the appearance of fine lines and wrinkles (also available in an 8 oz. size) [LEARN MORE](#)

\$49.90

[ADD TO CART](#)



#### REJUVENATING FACIAL FIRMING MASK - 8 OZ

Improves skin tone and reduces the appearance of fine lines and wrinkles [LEARN MORE](#)

\$139.90

[ADD TO CART](#)



#### AGE DEFENSE ANTIOXIDANT SERUM - 40 ML

Increases the moisture content of the skin, and enhances the skin's ability to retain moisture. Promotes elasticity, softens and nourishes dry skin for a more radiant complexion. [LEARN MORE](#)

\$79.90

[ADD TO CART](#)



#### PROCOLLAP LINE DIMINISHING EYE CREAM - 0.5 OZ

Daily use firms, hydrates, lightens and diminishes the appearance of fine lines in the eye area [LEARN MORE](#)

\$59.90

[ADD TO CART](#)



#### FACIAL MOISTURIZER SPF 25 - 20Z

Protects the skin from sun exposure and helps prevent sunburn (also available in an 8 oz. size) [LEARN MORE](#)

\$26.90

[ADD TO CART](#)



#### FACIAL MOISTURIZER SPF 35 - 8 OZ

Protects the skin from sun exposure and helps prevent sunburn [LEARN MORE](#)

\$81.90

[ADD TO CART](#)



#### AGE DEFENSE ANTIOXIDANT COMPLEX - 60 CT

Antioxidant supplement to nourish the body and skin [LEARN MORE](#)

\$27.90

[ADD TO CART](#)





Scientifically Advanced Skin Care

FINE LINES &  
WRINKLES

AGE SPOTS

SUN DAMAGE

DRY SKIN

ACNE

OILINESS

FINE/THINNING  
HAIRSCALP  
CONDITIONING

OIL BALANCING

ANTI-AGING

HYDRATING

HAIR REPAIR

SHOPPING CART

REVIEW

## PRODUCT SYSTEMS

OIL BALANCING

ANTI AGING

REJUVENATING

Rejuvenating Cleanser

Rejuvenating Protein  
MoisturizerRejuvenating Retinol  
LotionRejuvenating Retinol  
CreamRejuvenating Facial  
Firming MaskRejuvenating Facial  
Firming Mask  
(Professional Size)Age Defense Antioxidant  
Serum CProColl AP Line  
Diminishing Eye Cream

Facial Moisturizer SPF 35

Facial Moisturizer SPF 35  
(Professional Size)Age Defense Antioxidant  
Complex

REPARATIVE

BODY CARE

HYDRATING

HAIR REPAIR

SKIN CONCERNS

THE SCIENCE

DR. SAMUELS

SKIN CARE ANALYSIS

BLOG

NEWS ROOM

FORWARD E-MAIL

## AGE DEFENSE ANTIOXIDANT SERUM C - 30 ml



LARGER IMAGE

Price: \$79.90

ADD TO CART

## BENEFITS

Age Defense Antioxidant Serum C contains the finest USP pharmaceutical grade L-ascorbic Acid (Vitamin C) antioxidant essential for skin cell growth and collagen production. The skin relies on antioxidants for protection against free radicals. By preventing damage created by UV generated free radicals, Age Defense Antioxidant Serum C works synergistically with our Facial Moisturizer SPF 35, which neutralizes UV rays, and other glycolic and retinol products. Designed for all skin types, Antioxidant Serum C prevents premature signs of aging, lightens and brightens skin tone and helps accelerate the healing of skin. Formulated with 20% L-ascorbic acid, other powerful antioxidants, and utilizing advanced pH Science to enhance penetration and effectiveness.

## USAGE

After nightly cleansing, pat face dry and gently massage Serum into face, neck and chest. Allow to fully penetrate before applying Rx Systems PF moisturizer

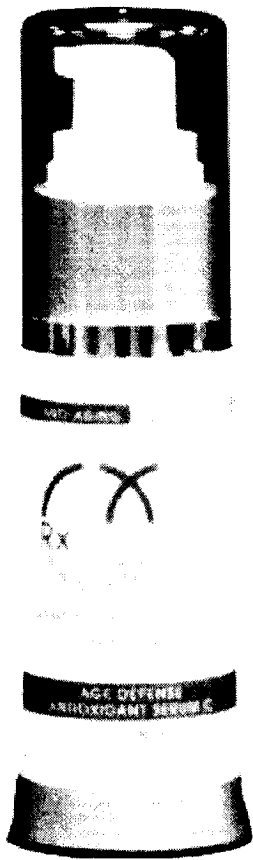
ABOUT US TESTIMONIALS CUSTOMER SERVICE CONTACT US SITE MAP PRIVACY POLICY NEWS ROOM BLOG

FOLLOW US ON



Twitter







Scientifically Advanced Skin Care

FINE LINES &  
WRINKLES

AGE SPOTS

SUN DAMAGE

DRY SKIN

ACNE

OILINESS

FINE/THINNING  
HAIRSCALP  
CONDITIONING

OIL BALANCING

ANTI-AGING

HYDRATING

HAIR REPAIR

SHOPPING CART

REGISTER

## PRODUCT SYSTEMS

## SKIN CONCERNS

## THE SCIENCE

## DR. SAMUELS

## SKIN CARE ANALYSIS

## BLOG

## NEWS ROOM

## FORWARD E-MAIL

## SKIN CARE ANALYSIS

Any effective skin care program must be individualized to your skin type. Age, sun exposure, hormones, medications and medical problems can all affect your skin type and suggest a change in your skin care program. To be sure you're choosing the right products for your skin, complete the following questionnaire.

Select the answer that best applies to your skin. Please choose one answer only.

Name:

E-mail:

## GENERAL

What is your age?

Less than 30    30 to 50    Greater than 50

How would you characterize your skin color?

White    Light Brown/Olive    Dark Brown/Black

How would you characterize your eye color?

Blue/Green    Light Brown    Dark Brown/Black

What is your natural hair color?

Red/Blond    Chestnut    Dark Brown/Black

## MOISTURE BALANCE

How do you characterize your skin?

Dry    Normal To Dry    Normal    Normal To Oily    Oily

After normal washing how do you characterize your skin?

Dry    Normal To Dry    Normal    Normal To Oily    Oily

How would you describe your face midday?

Dry    Normal To Dry    Normal    Normal To Oily    Oily

Does your skin have blemishes or blackheads?

Never    Occasional    Frequent

## SENSITIVITY

How does your skin respond to skin care products?

Always irritated    Sometimes irritated    Never irritated

Does your skin respond with blemishes from products?

Always    Sometimes    Never

How does your skin respond to the sun?

Painful sunburn    Burns, then tans    Never burns, only tans

How does your skin react when you use a facial toner?

Redness/Irritation    Stings    No problems

## PIGMENTATION

Does sun exposure produce freckles or brown spots?

Never    Some    Numerous

How many freckles or brown spots are on your face?

None    1 to 50    Greater than 50

How many freckles or brown spots are on unexposed skin areas?

None    1 to 50    Greater than 50

Do you have small blood vessels on your face?

None    Some(1-10)    Numerous

## TEXTURE

How would you describe your skin's firmness?

Firm/tight    Loss of firmness    Wrinkled

Do you have wrinkles on the forehead, around the eyes, between the eyebrows, cheeks, around the lips, or at the corner of the mouth?

None    In 1-3 areas    In 4 or more area

How would you describe your pore size?

Small    Normal    Large

What is the overall texture of your skin?

Smooth    Uneven texture    Rough/Bumpy

[ABOUT US](#)   [TESTIMONIALS](#)   [CUSTOMER SERVICE](#)   [CONTACT US](#)   [SITEMAP](#)   [PRIVACY POLICY](#)   [NEWS ROOM](#)   [BLOG](#)

FOLLOW US ON





**Typed Drawing**

**Word Mark** MARIO BADESCU SKIN CARE

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: skincare products, namely, cleansing lotions, toners, sun screens, eye creams, moisturizers, protective creams, night creams, masks, body soap, body lotions, hair shampoo, hair conditioner, men's pre-shave lotion, men's after-shave lotion and men's shaving cream. FIRST USE: 19670000. FIRST USE IN COMMERCE: 19670000

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 75410365

**Filing Date** December 23, 1997

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** June 16, 1998

**Registration Number** 2187959

**Registration Date** September 8, 1998

**Owner** (REGISTRANT) MARIO BADESCU SKIN CARE, INC. CORPORATION NEW YORK 320 East 52nd Street New York NEW YORK 10022

**Attorney of Record** ALBERT ROBIN

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SKIN CARE" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

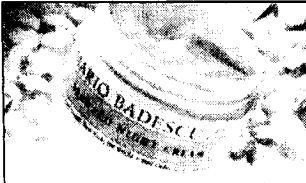
**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080207.

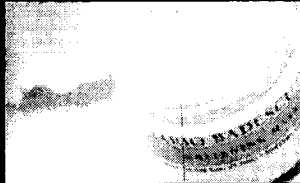
**Renewal** 1ST RENEWAL 20080207

**Other Data** The name in the mark does not identify a living individual.

**Live/Dead Indicator** LIVE



# MARIO BADESCU SKIN CARE



[HOME](#)
[PRODUCTS](#)
[SERVICES](#)
[GIFTS](#)
[CELEBRITY](#)
[CONSULTING](#)
[PRESS](#)
[TESTIMONIALS](#)
[REGIMENS](#)
[Q & A's](#)

Acne Treatment

Eczema

Rosacea

Psoriasis

Couperose

Eye Care

Lip Care

Aging

Hands

Pregnancy Skin Care

Hyperpigmentation

Stretch Marks


Men's General Care

Razor Bumps & Burns

Electric Shaving

Extra Special Care

View your previously recommended products [here](#)



**NO ANIMAL TESTING**

We use the finest ingredients known to us in the formulation of our unique preparations. Mario Badescu does not test - nor have we ever tested - our products on animals. We offer our customers products of the highest quality which have been tested thoroughly in laboratory environments to ensure maximum safety.

## tell us about yourself

At Mario Badescu Skin Care, we believe that there is no universal, one size fits all skin care regimen that will leave everybody with glowing, beautiful skin. There are many factors involved in determining the proper skin care regimen.

There are many different types of skin, including Oily, Dry, Sensitive, and the most common, Combination. On top of natural skin type, proper skin care must also consider a number of factors such as age, gender, skin tone, skin care history, and lifestyle. All of these factors mean that there are literally thousands of possible skin care regimens, each one suited for a different person.

This skin care consulting questionnaire takes all of the above information into account to form specialized skin care product recommendations that are customized for you.

The skin analysis takes only a moment, but can offer invaluable skin care advice that will leave your skin clear and your face glowing.

Before we begin, please fill out the fields below. All fields marked with an asterisk (\*) are required.

Title:\* --Please Select--

First Name:\*

Last Name:\*

Address:\*

City:\*

State:\* Select a State or Province

Zip Code:\*

Country:\* United States

Email:

Phone:\*

Fax:

Age:\* --Please Select--

Gender:\* --Please Select--

How to Contact You?\* --Please Select--

How did you hear about Mario Badescu skin care?

Martha Stewart	Oprah Show	Google
YAHOO	MSN	Repeat Customer
Pinterest	Hautelook	Allure
Cosmo	Face Book	Word of Mouth
In Style	Elle	Internet Search
People Magazine	DR OZ	You Tube
Gift group	Dept/Specialty Store	Family Circle
Womens Health	Glamour	Lucky
Men's Fitness	Self Magazine	Vogue
Tried Samples		
Other		

☒ Yes! Please add me to your mailing list.

Next >>

Re-order your favorite products with **MyMARIO** Quick, convenient on-line shopping

**Company Info:**

[Contact Us](#)  
[About Us](#)  
[Store Locator](#)  
[Privacy Policy](#)

[Site Map](#)  
[Suggestions](#)

**Stay Connected:**



**My Mario:**

[Account Login](#)  
[Register](#)  
[Track Order](#)  
[Order History](#)  
[My Wish List](#)

**Product Info:**

[Skin Care Resources](#)  
[Acne Treatment Center](#)  
[Reviews and Testimonials](#)  
[Products](#)  
[E-Gift Cards](#)  
[Site Map](#)

Mario Badescu Skin Care Salon | 320 East 52nd Street New York, NY 10022 | (800)BADESCU

©2012 by Mario Badescu Skin Care Inc. | All Rights Reserved

No images or logos contained within this site may be used without the expressed written permission of Mario Badescu Skin Care Inc.

Your basket has 0 item(s) in it.

# MARIO BADESCU SKIN CARE

## TWO GREAT REASONS TO SHOP !

FREE SHIPPING + 3 COMPLIMENTARY SAMPLES  
ON ALL U.S. ORDERS OVER \$50 OF YOUR CHOICE WITH EVERY ORDER

## RECEIVE THE LATEST PROMOTIONS & OFFERS!

Email Address.....

sign up!

HOME

PRODUCTS

SERVICES

GIFTS

CELEBRITY

CONSULTING

PRESS

TESTIMONIALS

REGIMENS

Q &amp; A's

[Log-in](#) | [Register](#) | [View Cart](#) | [Order History](#) | [My Mario](#) | [My Wish List](#) | [\\*Compare Products\\*](#)

SEARCH:

GO

Items: 0  
Sub Total: \$0.00  
Est. Ship Cost: \$0.00  
Total: \$0.00

CHECK OUT

### SHOP BY CATEGORY:

#### Martha's Must-Haves

[Acne Products](#)[Cleansers](#)[Toners/Astringents](#)[Moisturizers](#)[Eye Creams](#)[Protective Creams](#)[Emulsions](#)[Serums](#)[Night Creams](#)[Masks](#)[Exfoliants](#)[Sun Products](#)[Bath & Body](#)[Hand Creams](#)[Hair Products](#)[Mens Products](#)[Extras](#)[Gift Packages](#)[Accessories](#)

### SHOP BY:

[Condition](#)[Regimen](#)

E-GIFT CARD

## BUFFERING LOTION

MARIO  
BADESCU  
SKIN CARE  
Established 1962

BUFFERING  
LOTION

2001 Street, New York, NY  
©2007 MARIO BADESCU • Order

&lt;&lt; PREVIOUS NEXT &gt;&gt;

☐ Add to Favorites  
☐ Email a Friend  
☐ Print View

C O

### BENEFITS:

Specifically designed to treat large, deep, cystic acne, the Buffering Lotion covers large erupted areas for overall treatment. Formulated with nourishing B vitamins and amino acids for healthy skin as well as soothing anti-inflammatory herbal extracts to promote healing. Reduce cystic acne fast with this deep penetrating, fast absorbing formula.

**HOW TO USE:** Shake bottle until white sediment is completely dissolved, apply solution to areas of cystic breakout with clean fingertips. Use nightly on affected areas.

**BEAUTY TIP:** For moderate to severe cystic breakouts apply Buffering Lotion before Mario Badescu's Drying Mask. After removing the mask apply a second application of Buffering Lotion and leave on overnight. May also be used for acne on the chest and back (bacne).

**INGREDIENTS:** Deionized Water, Isopropyl Alcohol, Sodium Sulfate, Zinc Oxide, Hydrolyzed Serum Protein, Hydrolyzed Yeast Protein, Pyndoxine, Niacinamide, Panthenol, Propylene Glycol, Allantoin, Biotin.

### RELATED QUESTIONS AND ANSWERS

1oz. - \$17.00

1

Do you have a video?  
[UPLOAD IT NOW!](#)

Visit our [ACNE TREATMENT CENTER](#)  
Read our [ACNE TESTIMONIALS](#)

Like 236 likes. Sign Up to see what your friends like.

2

### RECOMMENDED PRODUCTS

### CUSTOMER REVIEWS

### WRITE A REVIEW

### RECENTLY VIEWED

### PRESS REVIEWS

#### SPECIAL CUCUMBER LOTION



8 oz. - \$15.00

HEALING CREAM

#### DRYING MASK



2 oz. - \$18.00

SPECIAL HEALING POWDER

#### OIL FREE MOISTURIZER (SPF-17)

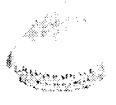
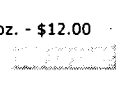


2 oz. - \$22.00

#### DRYING CREAM



0.5 oz. - \$14.00

	 <p>0.5 oz. - \$17.00</p>	 <p>0.5 oz. - \$12.00</p>	<p>ALL</p>
<p>Re-order your favorite products with: <b>My MARIO</b> Quick, convenient on-line shopping</p>			

**Blog Roll:**  
 Skin sin series: tann ...  
 Skin sins: i didn't m ...  
 Skin sin: neglecting ...  
 How to get rid of bla ...  
 I'm walking on sunshi ...

**Company Info:**  
 Contact Us  
 About Us  
 Store Locator  
 Privacy Policy  
 Site Map

**Stay Connected:**







**My Mario:**  
 Account Login  
 Register  
 Track Order  
 Order History  
 My Wish List

**Product Info:**  
 Skin Care Resources  
 Acne Treatment Center  
 Reviews and Testimonials  
 Products  
 E-Gift Cards

Mano Badescu Skin Care Salon | 320 East 52nd Street New York, NY 10022 | (800)BADESCU  
 ©2012 by Mario Badescu Skin Care Inc. | All Rights Reserved  
 No images or logos contained within this site may be used without the expressed written permission of Mario Badescu Skin Care Inc.

**Opposition. No. 91200084**

**Lifetech Resources, LLC vs. MySkin, Inc.**

**Admissions Served on Applicant by  
Opposer on Feb. 6, 2012**

LIFETECH RESOURCES, LLC	)	Opposition No. 91200084
Opposer,	)	
	)	
	)	Mark: <b>SKINTELLIGENCE</b>
v.	)	
	)	App. No.: 77/960706
MYSKIN, INC.,	)	App. Filing Date: March 17, 2010
	)	
Applicant.	)	
	)	

Pursuant to Rule 36 of the Federal Rules of Civil Procedure, Opposer, Lifetech Resources, LLC, requests that Applicant, MySkin, Inc., respond by admitting the truthfulness of the matters set forth below, within the time specified by the Federal Rules of Civil Procedure and the Trademark Rules of Practice.

The Definitions and Instructions included in Opposer's First Set of Interrogatories are incorporated herein by reference.

1. Opposer has used the SKINTELLIGENCE mark since at least as early as May 19, 1990.
2. Opposer' use of its mark has been continuous and uninterrupted since at least May 19, 1990.
3. A Certificate of Registration, U.S. Reg. No. 1,783,801, issued for Opposer's mark on July 27, 1993.
4. U.S. Reg. No. 1,783,801 is incontestable and serves as conclusive evidence of the validity of the registered mark and of the registration of the SKINTELLIGENCE mark,

of Opposer's ownership of the SKINTELLIGENCE mark, and of Opposer's exclusive right to use the registered SKINTELLIGENCE mark.

5. Opposer's earliest use of its SKINTELLIGENCE mark commenced over nineteen (19) years before Applicant filed its SKINTELLIGENCE trademark application.
6. Opposer's SKINTELLIGENCE mark registered over sixteen (16) years before Applicant filed its SKINTELLIGENCE trademark application.
7. Opposer has priority of use over Applicant with respect to marks that include the term SKINTELLIGENCE, and its phonetic equivalents, in the cosmetics industry.
8. Opposer's mark is well known.
9. Opposer's mark is extremely valuable.
10. Opposer markets cosmetics, namely, skin cleanser preparations, skin freshener preparations, skin moisturizer, toning lotion, emollient cream, toning mask, shaving cleanser preparations, eye toning gel, face makeup body shampoo, hair shampoo, hair conditioner under the SKINTELLIGENCE brand.
11. Consumers of cosmetics, namely, skin cleanser preparations, skin freshener preparations, skin moisturizer, toning lotion, emollient cream, toning mask, shaving cleanser preparations, eye toning gel, face makeup body shampoo, hair shampoo, hair conditioner associate Opposer with the mark SKINTELLIGENCE.
12. SKINTELLIGENCE is a strong brand for skincare preparations.
13. Applicant intends to manufacture and/or market the following goods under the SKINTELLIGENCE brand:

Communications software for connecting to standalone and networked computers consisting of grouping and recommendation algorithms for grouping people based on skin characteristics and providing recommendations for skin care products; computer hardware and peripheral devices and computer software for data communication and translating and transmitting data sold therewith; computer hardware and software, for use with medical patient monitoring equipment, for



receiving, processing, transmitting and displaying data; computer software and hardware for grouping people having similar characteristics and recommending products and regimens; computer programs for categorizing persons into various skin profiles and recommending products and regimens for skin care; computer software for controlling and managing patient medical information; computer software for use in managing medical records and patient information and for medical practice management; computer software for the medical field, namely, for scheduling, registration, workflow, processing, reporting, and billing; computer software for organizing and viewing digital images and photographs; computer software for transmitting, distributing, disseminating, receiving, and displaying of medical images and medical documents over local area networks, wide area networks, and global computer networks; computer software for grouping people based on skin characteristics and recommending skin care products and regimens; portable and handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, and audio files; remote control telemetering machines and apparatus; electronic communications systems comprised of computer hardware and software for the transmission of data between two points. optical communications systems comprised of optical and electronic hardware and computer software for the transmission of data between two points; communication software for providing access to the internet; computer search engine software; computer software for application and database integration; computer software for creating searchable databases of information and data; computer software for wireless content delivery; computer software platforms for grouping people based on skin characteristics and recommending products and regimens for skin care; computer software that provides web-based access to applications and services through a web operating system or portal interface; interactive computer kiosks comprising computers, computer hardware, computer peripherals, and computer operating software, for use in grouping people based on skin characteristics and recommendation of products and regimens for skin care; medical software for grouping people based on skin characteristics and recommendation of products and regimens for skin care; computer software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information; computer hardware and computer software programs for the integration of text, audio, graphics, still images and moving pictures into an interactive delivery for multimedia applications; computer software for the databasing, visualization, manipulation, virtual reality immersion and integration of geographic information with on-line member communities; database management software for grouping and retrieving information about groups of people who have similar skin characteristics for recommendation of products and regimens for skin care; graphical user interface software.

14. Applicant's goods will be used, in part, to make recommendations to consumers of the appropriate skincare products to use and of skincare regimes to follow.

15. Applicant's goods will be utilized in brick and mortar outlets where skincare preparations are sold.
16. Applicant's goods will be utilized by consumers on-line where skincare preparations are sold.
17. Applicant is the owner of U.S. Reg. No. 3934844 for the mark MYSKIN for, among other things, computer products and software regarding skincare, a copy of which is attached as Exhibit A.
18. Applicant is the owner of U.S. Reg. No. 3214849 for the mark MYSKIN for skincare and cosmetics products, namely, skin cleansers, skin toners, skin moisturizers, non-medicated skin serums, sunscreen creams, eye liner, eye shadow, foundation, blush, mascara, lipstick, lip gloss, and cover stick makeup, a copy of which is attached as Exhibit B.
19. Applicant uses the MYSKIN trademark as a source identifier for (1) computer products and software regarding skincare; and (2) skin cleansers, skin toners, skin moisturizers, non-medicated skin serums, sunscreen creams, eye liner, eye shadow, foundation, blush, mascara, lipstick, lip gloss, and cover stick makeup, as demonstrated by the specimens of record filed with the USPTO in support of Applicant's MYSKIN registrations, attached in Ex. C.
20. Consumers are likely to believe that MYSKIN skincare preparations and MYSKIN computer products and software regarding skincare emanate from a common source.
21. The mark CLINIQUE is a brand used in connection with skincare preparations, as demonstrated by the documents in Ex. D.
22. The mark CLINIQUE is a brand that is used on skin care analysis software, as demonstrated by the documents in Ex. E.

23. Consumers are likely to believe that CLINIQUE skincare preparations and CLINIQUE skin care analysis software emanate from a common source.
24. Manufacturers/marketers of skincare preparations also manufacture/market computer products for recommending skincare products and regimes, and market these goods under the same trademark.
25. Applicant also provides "computerized on-line ordering services in the field of skin care products" and "computerized on-line retail store services in the field of skin care," as evidenced by its ownership of U.S. Reg. No. 3,729,757 a copy of which is attached in Exhibit B.
26. Applicant provides skin care products, computer products in the field of skincare, and computerized on-line ordering services in the field of skin care products under the same – MYSKIN - brand.
27. Applicant featured SKINTELLIGENCE skincare preparations on myskin.com, as evidenced by the documents in Ex. F.
28. Consumers are likely to believe that SKINTELLIGENCE skincare preparations featured on SKINTELLIGENCE computer products in the field of skincare emanate from the same source.
29. Skincare preparations are commonly sold in the same virtual or physical business establishments (i.e. online or in brick and mortar stores) where skincare analysis computer products are commonly utilized by consumers.
30. Applicant's SKINTELLIGENCE mark is identical in sound to Opposer's SKINTELLIGENCE mark.
31. Applicant's SKINTELLIGENCE mark is identical in appearance to Opposer's SKINTELLIGENCE mark.

32. Applicant's SKINTELLIGENCE mark is identical in meaning to Opposer's SKINTELLIGENCE mark.
33. Applicant's SKINTELLIGENCE mark is identical in commercial impression to Opposer's SKINTELLIGENCE mark.
34. Applicant's goods could be utilized by the same consumers who utilize Opposer's goods.
35. Applicant was aware of Opposer's mark when selecting Applicant's mark.
36. Instances of actual confusion between Applicant's mark and Opposer's mark would damage Opposer.
37. Applicant is aware of actual confusion that has occurred, or is occurring, between Applicant's mark and Opposer's mark.
38. Applicant's SKINTELLIGENCE mark is confusingly similar to Opposer's SKINTELLIGENCE mark.
39. Applicant's mark creates a false perception that Applicant's goods are affiliated with, provided by, or endorsed by Opposer when the same is not true.
40. Upon the initial examination of Application No. 77/960706, the USPTO refused registration of Applicant's mark based on a likelihood of confusion with Applicant's mark.
41. Opposer will be damaged by the registration of the mark in U.S. App. No. 77/960706.
42. Applicant selected Applicant's mark with the intent to cause a likelihood of confusion, mistake or deception with Opposer's mark, and to trade on Opposer's good will.
43. Applicant intends to expand use of Applicant's mark in the United States to include skincare preparations.
44. Applicant has plans to use Applicant's mark in connection with items other than Applicant's goods.

45. Consumers encountering both Applicant's goods and Opposer's goods under the SKINTELLIGENCE mark will falsely conclude that the products of Applicant originate from, are sponsored by or affiliated with Opposer.
46. The documents produced by Applicant in response to Opposer's First Request for Production of Documents and Things and First Set of Interrogatories are authentic, original documents, or true and correct copies of authentic, original documents.
47. Documents produced by Applicant were made by a person with knowledge of, or made from information transmitted by a person with knowledge of, the acts and events appearing in them.
48. Documents produced by Applicant were made at or near the time of the acts and events appearing in them.
49. It is the regular practice of Applicant to make the documents produced by Applicant.
50. The documents produced by Applicant were kept in the course of a regularly conducted business activity.

LIFETECH RESOURCES, LLC

By its attorneys,

Date: Feb. 6, 2012

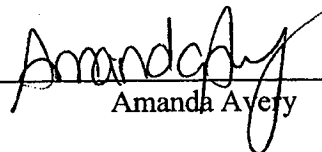


Karen McDaniel  
Danielle I. Mattessich  
MERCHANT & GOULD P.C.  
80 South Eighth Street, Suite 3200  
Minneapolis, Minnesota 55402-2215  
Telephone: (612) 332-5300  
dmattessich@merchantgould.com

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing OPPOSER'S FIRST SET OF REQUEST FOR ADMISSIONS was served upon Applicant by First Class Mail, postage pre-paid, this 6th day of February, 2012:

Rajiv Ranjan  
Director – IPR, MySkin, Inc.  
MySkin Inc.  
123 Town Square Place, Suite #324  
Jersey City, NJ 07310

  
Amanda Avery

**Danielle I. Mattessich**

---

**From:** Danielle I. Mattessich <DMattessich@merchantgould.com>  
**Sent:** Monday, March 19, 2012 7:34 PM  
**To:** legal@myskininc.com  
**Cc:** 16284.0003USTA.active@ef.merchantgould.com; Amanda J. Avery; Karen McDaniel  
**Subject:** Lifetech Resources, LLC v. MySkin, Inc., Opposition No. 91200084  
**Attachments:** 2012 02 06 Opposers First Set of Requests for Admissions.PDF; 2012 02 06 Opposers First Request for Production of Documents and Things.PDF; 2012 02 06 Opposers First Set of Interrogatories.PDF

Re: Lifetech Resources, LLC v. MySkin, Inc.  
Opposition No. 91200084 (SKINTELLIGENCE)  
M&G Ref. No. 16284.0003USTA

Dear Mr. Ranjan:

We served Discovery on MySkin, Inc. (i.e., Interrogatory Requests, Document Requests, and Requests for Admissions) on February 6, 2012 in the matter referenced above, but we have not received any responses or objections to date. Please see attached documents for your reference. As you are aware, responses to these requests were due by March 12, 2012.

Pursuant to 37 C.F.R. §2.120 (e), this letter is our good faith effort to determine why you have failed to timely respond to our Discovery requests. Please note, however, that under Fed. R. Civ. P. 36, a requested admission is deemed admitted unless a written answer or objection is provided to the requesting party within thirty days after service of the request, or within such time as the parties agree to in writing. Although our Admission Requests are now deemed admitted as a matter of law, we request immediate responses to our Interrogatory Requests and Document Requests.

As you may know, a party which fails to respond to interrogatories or document requests during the time allowed therefor, and which is unable to show that its failure was the result of excusable neglect, may be found, upon motion to compel filed by the propounding party, to have forfeited its right to object to the discovery request on its merits. *See No Fear Inc. v. Rule*, 54 USPQ2d 1551, 1554 (TTAB 2000) (stating that the Board has great discretion in determining whether such forfeiture should be found). If we do not hear from you by March 22, 2012 regarding our outstanding discovery requests, we will file a Motion to Compel to preserve our rights in the proceedings.

We look forward to receiving your Discovery responses so that the filing of a Motion to Compel can be avoided.

Very truly yours,



**Danielle I. Mattessich**  
Attorney at Law  
Merchant & Gould P.C.  
3200 IDS Center  
80 South 8th Street  
Minneapolis, MN 55402-2215  
USA

Telephone (612) 336-4725

**Fax (612) 332-9081**

**Email [dmattessich@merchantgould.com](mailto:dmattessich@merchantgould.com)**

**[www.merchantgould.com](http://www.merchantgould.com)**

## **GUARDIANS OF GREAT IDEAS**

**Atlanta | Denver | Knoxville | Madison | Minneapolis | New York | Seattle | Washington D.C.**

Note: This e-mail message is confidential and may be privileged or otherwise protected by law. If you are not the intended recipient, please: (1) reply via e-mail to sender; (2) destroy this communication entirely, including deletion of all associated text files from all individual and network storage devices; and (3) refrain from copying or disseminating this communication by any means whatsoever. Thank you.



# **EXHIBIT A**

# United States of America

United States Patent and Trademark Office

## MYSKIN

Reg. No. 3,934,844

Registered Mar. 22, 2011

Int. Cls.: 9 and 10

TRADEMARK

PRINCIPAL REGISTER

MYSKIN, INC (DELAWARE CORPORATION)  
SUITE 308  
55 RIVER DRIVE SOUTH  
JERSEY CITY, NJ 07310

FOR: COMPUTER PROGRAMS FOR CATEGORIZING PERSONS INTO VARIOUS SKIN PROFILES; COMPUTER SOFTWARE FOR CONTROLLING AND MANAGING PATIENT MEDICAL INFORMATION; COMPUTER SOFTWARE FOR USE IN MANAGING MEDICAL RECORDS AND PATIENT INFORMATION AND FOR MEDICAL PRACTICE MANAGEMENT; COMPUTER SOFTWARE FOR THE MEDICAL FIELD, NAMELY, FOR SCHEDULING, REGISTRATION, WORKFLOW, PROCESSING, REPORTING, AND BILLING; COMPUTER SOFTWARE FOR ORGANIZING AND VIEWING DIGITAL IMAGES AND PHOTOGRAPHS; COMPUTER SOFTWARE FOR TRANSMITTING, DISTRIBUTING, DISSEMINATING, RECEIVING, AND DISPLAYING OF MEDICAL IMAGES AND MEDICAL DOCUMENTS OVER LOCAL AREA NETWORKS, WIDE AREA NETWORKS, AND GLOBAL COMPUTER NETWORKS; COMPUTER SOFTWARE FOR RECOMMENDING CUSTOMIZED SKIN CARE PRODUCTS AND REGIMENS BASED ON DIAGNOSIS OF SKIN CONDITION; ELECTRONIC APPARATUS, NAMELY, STAND ALONE DISPLAYS FOR MEDICAL IMAGES; LABORATORY EQUIPMENT, NAMELY, SPECTROSCOPES; MEDICAL SOFTWARE FOR TRACKING THE EFFECTIVENESS OF VARIOUS SKIN CARE PRODUCTS AND REGIMENS; PHOTOGRAPHIC CAMERAS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, IMAGE, AND AUDIO FILES; PORTABLE DETECTION AND IDENTIFICATION INSTRUMENTS USING LIGHT SOURCES AND LIGHT DETECTORS FOR DETECTING AND IDENTIFYING CHEMICAL AND BIOLOGICAL SUBSTANCES NOT FOR MEDICAL PURPOSES; REMOTE CONTROL TELEMETERING MACHINES AND APPARATUS; SCANNER FOR CAPTURING IMAGES FOR ANALYSIS FOR USE IN THE LIFE SCIENCE RESEARCH FIELD; SCIENTIFIC AND TECHNICAL APPARATUS, NAMELY, OPTICAL MIRRORS; SCIENTIFIC APPARATUS, NAMELY, SPECTROMETERS AND PARTS AND FITTINGS THEREFOR; SOFTWARE FOR PROCESSING DIGITAL IMAGES OF THE ANATOMY FOR DIAGNOSIS AND TREATMENT; SPECTROGRAPH APPARATUS; APPARATUS FOR MEASURING BIOMATERIAL SURFACE CHARACTERISTICS; APPARATUS FOR MEASURING METALLIC AND NON METALLIC SURFACES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 6-28-2009; IN COMMERCE 6-28-2009.

FOR: APPARATUS FOR CLINICAL DIAGNOSIS; ELECTROMAGNETIC MEDICAL DIAGNOSTIC IMAGING APPARATUS; MEDICAL IMAGE PROCESSORS; MEDICAL APPARATUS FOR DIAGNOSIS OF SKIN CONDITIONS COMPRISING OF SKIN IMAGING, PICTURE ARCHIVING AND COMMUNICATION SYSTEM; APPARATUS FOR CLINICAL DIAGNOSIS OF SKIN CONDITIONS COMPRISING COMPUTER SYSTEMS DISPLAYING IMAGES OF THE SKIN; MEDICAL INSTRUMENTS FOR USE IN NON-INVASIVE VIEWING BENEATH



*David J. Kypos*

Director of the United States Patent and Trademark Office

**Reg. No. 3,934,844** THE SURFACE OF THE SKIN AND DIAGNOSIS OF HEALTHY AND DISEASED SKIN; SKIN CARE ANALYZERS AND LIGHT THERAPY EQUIPMENT, NAMELY, A BLACK-LIGHT BLUE LAMP UNIT FOR USE IN IDENTIFICATION OF A VARIETY OF SKIN CONDITIONS; SURGICAL INSTRUMENTS AND APPARATUS; TELEMETRY DEVICES FOR MEDICAL APPLICATIONS; UV LAMPS FOR MEDICAL APPLICATIONS, IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

FIRST USE 6-28-2009; IN COMMERCE 6-28-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,214,849.

SN 77-548,973, FILED 8-18-2008.

AMEEN IMAM, EXAMINING ATTORNEY

# **EXHIBIT B**

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

Reg. No. 3,214,849

**United States Patent and Trademark Office**

Registered Mar. 6, 2007

**TRADEMARK  
PRINCIPAL REGISTER**

**MYSKIN**

CANTER, PATRICIA (UNITED STATES INDIVIDUAL)  
4185 DIXIE CANYON AVENUE  
SHERMAN OAKS, CA 91423

STICK, LIP GLOSS, AND COVER STICK MAKEUP,  
IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 9-21-2000; IN COMMERCE 9-21-2000.

FOR: SKINCARE AND COSMETICS PRODUCTS,  
NAMELY, SKIN CLEANSERS, SKIN TONERS, SKIN  
MOISTURIZERS, NON-MEDICATED SKIN SER-  
UMS, SUNSCREEN CREAMS, EYE LINER, EYE  
SHADOW, FOUNDATION, BLUSH, MASCARA, LIP-

SER. NO. 78-659,690, FILED 6-28-2005.

DAYNA BROWNE, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## MYSKIN

**Reg. No. 3,729,757** MYSKIN, INC (DELAWARE CORPORATION)  
Registered Dec. 22, 2009 SUITE 308  
JERSEY CITY, NJ 07310

**Int. Cl.: 35**  
**SERVICE MARK**  
**PRINCIPAL REGISTER**

FOR: ADVERTISING BY TRANSMISSION OF ON-LINE PUBLICITY FOR THIRD PARTIES THROUGH ELECTRONIC COMMUNICATIONS NETWORKS; ADVERTISING CONSULTATION; ADVERTISING RELATING TO PHARMACEUTICAL PRODUCTS AND IN-VIVO IMAGING PRODUCTS; ADVERTISING SERVICES, NAMELY, PROMOTING AND MARKETING THE GOODS AND SERVICES OF OTHERS THROUGH ALL PUBLIC COMMUNICATION MEANS; ADVERTISING SERVICES, NAMELY, PROVIDING INFORMATION AS TO THE AVAILABILITY OF SKIN DIAGNOSTIC SYSTEMS, APPARATUSES AND DEVICES, AND SKIN CARE PRODUCTS AND SERVICES FOR RENT OR PURCHASE; ADVERTISING VIA ELECTRONIC MEDIA AND SPECIFICALLY THE INTERNET; ADVICE AND INFORMATION ABOUT CUSTOMER SERVICES AND PRODUCT MANAGEMENT AND PRICES ON INTERNET SITES IN CONNECTION WITH PURCHASES MADE OVER THE INTERNET; ARRANGING OF MANAGED CARE CONTRACTUAL SERVICES IN THE FIELDS OF DIAGNOSTIC IMAGING, HOME HEALTH CARE, DURABLE MEDICAL EQUIPMENT, SPECIALTY PHARMACY, AND DIAGNOSTIC LAB SERVICES; ASSET MANAGEMENT SERVICES, NAMELY, REPORTING ON SERVICE HISTORIES, UTILIZATION OF THE MEDICAL ASSETS, END OF PRODUCT LIFE INFORMATION AND REPLACEMENT COSTS ALL RELATED TO MEDICAL DIAGNOSTIC, CLINICAL AND BIOMEDICAL EQUIPMENT; BUSINESS CONSULTATION IN THE FIELD OF SKIN CARE, SKIN CARE ANALYSIS AND SKIN CARE PRODUCTS; BUSINESS MANAGEMENT AND CONSULTATION IN THE FIELD OF SKIN CARE PRODUCTS AND SKIN CARE DIAGNOSTIC APPARATUS; BUSINESS MANAGEMENT AND CONSULTING SERVICES FOR THE HEALTH CARE INDUSTRY, NAMELY, CUSTOMER SERVICE, ACCOUNTING SERVICES, AND WEB-BASED ADVERTISING AND MARKETING SERVICES; COMPUTERIZED ON-LINE ORDERING SERVICES IN THE FIELD OF SKIN CARE PRODUCTS AND SKIN CARE DIAGNOSTIC APPARATUS; COMPUTERIZED ON-LINE RETAIL STORE SERVICES IN THE FIELD OF SKIN CARE, SKIN IMAGING, AND SKIN ANALYSIS; MANAGEMENT AND BUSINESS CONSULTING SERVICES IN THE FIELD OF SKIN CARE PRODUCTS AND SKIN CARE DIAGNOSTIC APPARATUS; ON-LINE ADVERTISING AND MARKETING SERVICES; ON-LINE SERVICES, NAMELY, ORDERING AND INVENTORY MONITORING FOR SKIN CARE PRODUCTS AND SERVICES; PROVIDING A WEB SITE FEATURING PRODUCT RATINGS OF THE CONSUMER GOODS AND SERVICES OF OTHERS IN THE FIELD OF SKIN CARE; PROVIDING AN INTERNET-BASED DATABASE OF PATIENT MEDICAL INFORMATION DESIGNED TO FACILITATE PATIENT-AUTHORIZED, HIPAA-COMPLIANT SHARING AND MAINTENANCE OF PATIENT MEDICAL INFORMATION AMONGST A PATIENT'S DOCTORS SUCH THAT THIS INFORMATION CAN BE DIRECTLY INSERTED INTO THE DOCTOR'S MEDICAL REPORTS AS A MEANS OF INCREASING MEDICAL RECORD GENERATION EFFICIENCY AND ACCURACY; PROVIDING AN ON-LINE COMPUTER DATABASE FEATURING TRADE INFORMATION IN THE FIELD OF SKIN CARE PRODUCTS AND SERVICES; PROVIDING CONSUMER INFORMATION IN THE FIELD OF SKIN CARE PRODUCTS, SERVICES AND



*David J. Kypas*

Director of the United States Patent and Trademark Office

**Reg. No. 3,729,757** REGIMENS; PROVIDING CONSUMER SKIN CARE PRODUCT RECOMMENDATIONS; PROVISION OF INFORMATION AND ADVICE TO CONSUMERS REGARDING THE SELECTION OF PRODUCTS AND ITEMS TO BE PURCHASED VIA A SKIN CARE PRODUCT EFFECTIVENESS TRACKING SYSTEM, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-27-2009; IN COMMERCE 3-27-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,214,849.

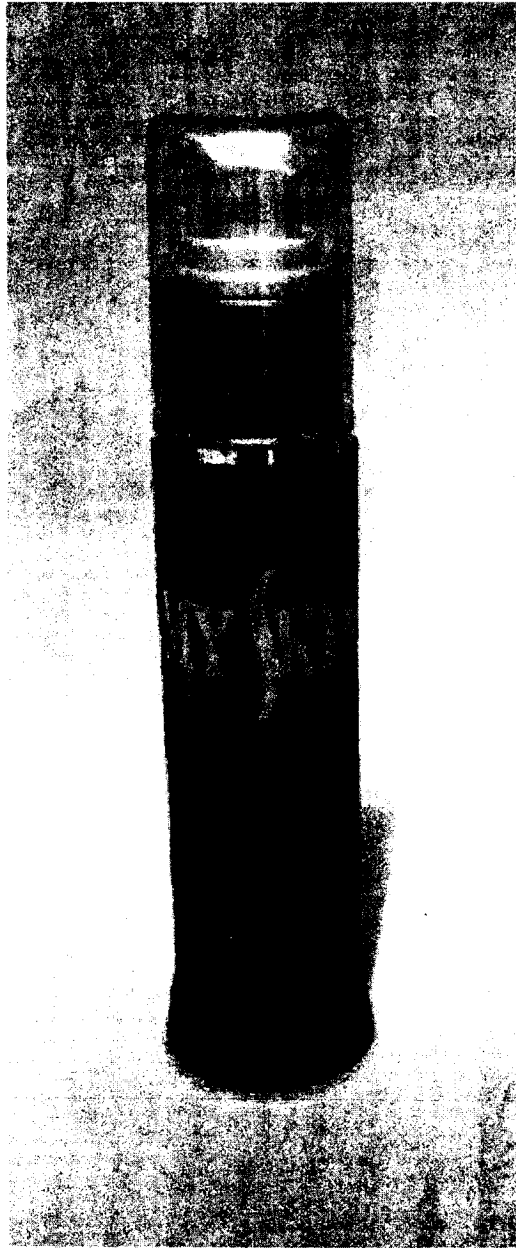
SN 77-625,173, FILED 12-3-2008.


JENNIFER HETU, EXAMINING ATTORNEY

# **EXHIBIT C**









*mySkin™ is your unbiased source for searching, sharing, tracking and shopping for skincare products*



**ONLINE (OR WEB-BASED) SKIN PROFILING  
AND SKINCARE RECOMMENDATION ENGINE**

## Table of Contents

Table of Contents .....	2
1 About Us.....	3
2 The Problem: How to find Quality, Reliable Skin Care Assessment and Advice? .....	5
3 Why mySkin's mySkin™? .....	5
4 What is mySkin™? .....	5
5 mySkin™ - Modus Operandi and Outputs – How and What you get?.....	6
5.1 mySkin™ - An Apex Level Breakdown of the Skin Profiling and Skincare Recommendation Search Engine – Modus Operandi or How? .....	6
❑ Create and Manage – Create your skin profile by answering an online questionnaire and manage your skin profile. ....	6
❑ Search - Find skincare products that work for you from the largest database in the world. ....	6
❑ Learn - Interact with your skin twins, browse routines by people like you, and read about skincare blogs. ....	6
❑ Shop - Once you find your product, choose from over 120 different stores and price shop.....	6
5.2 mySkin™ - Outputs or What you get? .....	7
6 mySkin™ - The Underlying Concept.....	8
7 How is mySkin™ different? .....	10
7.1 mySkin™ - Skincare Profiling and Unbiased Skincare Recommendation.....	10
7.2 myskin™ has Revolutionized the Online Skin Care Market .....	10
8 mySkin™ Inputs – Registration & Skin Profile & FAQ's thereof .....	11
9 mySkin's Portal – mySkin™ - Overall Information Management.....	22
9.1 mySkin's Portal - mySkin™ - What Generic Information it Collects?.....	22
9.1.1 mySkin's Portal - mySkin™ - What Information You Provide or Personal Information?.....	22
9.1.2 mySkin's Portal - mySkin™ - What Information is Collected from Visitors? .....	23
9.2 mySkin's Portal - mySkin™ - How We Use Your Information?.....	23
10 Addendum Product Related Terminology .....	24
11 Downloadable or Retrievable Applications & Widgets Backed by mySkin™ .....	27
12 Downloadable or Retrievable Applications & Widgets Backed by mySkin™ .....	28
13 Downloadable or Retrievable Applications & Widgets Backed by mySkin™ .....	30
14 Downloadable Personalized Skin Assessment Report Backed by mySkin™ .....	31

## SOU CLASS 009

### 1 About Us

So what is mySkin™? A Refreshing New Way to find Effective Skincare Products that Work for You

*"mySkin™ online (or web-based) skincare profiling and skincare recommendation search engine helps men and women across all age groups, ethnicities and skin concerns find the right skincare product from almost all brands. The mySkin™ is fun, glamorous and worthy, as it performs scientific-led skin profiling, categorization, assessment and unbiased skincare product recommendations."*

mySkin's portal (mySkin.com) hosts a plethora of web-based (or online) and mobile application suite. The portal's mySkin™ is an online (or web-based) skin profiling and skincare recommendation engine.

mySkin's mySkin™ online (or web-based) skin profiling and skincare recommendation engine is your unbiased source for searching, sharing, tracking and shopping for skincare products. mySkin™ takes no money from beauty manufacturers -- advertising or otherwise. It is powered by science and community experiences. It is the ultimate source for your skincare needs, offering you unbiased skincare advice, product and routine recommendations. More importantly it finds the right product for you! No more trying getting turned off by billboards with French models (did someone tell them that the weather in France is different from most places in the USA?), by not-so-knowledgeable salespeople trying to push their brand (I once saw one working at a fast food joint the previous week), and claims that are developed by labs that are paid to support those claims (talk about a conflict of interest -- duh!).

With over 190,000 skincare products in the Back-end database, mySkin™ online (or web-based) skin profiling and skincare recommendation engine takes the 'sales pitch' out of skincare advertising and helps you find products that actually work. Their patent-

pending skin profiling and recommendation algorithm is an outcome of 60 years of combined research expertise of mySkin's doctors, dermatologists, and cosmetic pharmacologists. On the site, you can also connect with other skincare enthusiasts; learn about the latest and greatest products, skincare news, and blogs all in one place. You even get a free comprehensive skin assessment! Adios trial and error.

You care about your skin. Why wouldn't you? It's your largest organ. But how much time can you realistically devote to researching and evaluating products? Don't you wish you could just open your cabinet and— *Voila!* —have the perfect products magically appear? Effective, safe for your skin, and worth every penny. Beginning today, you can save yourself time and hassle.

Our mission is to bring clarity to the world of skincare, and give you the confidence to make better decisions. In today's oversaturated beauty market of more than 70,000 cleansers, creams, lotions, serums...dare we go on?...there's a constant parade of promises and conflicting claims. How do you know what works best for you? Whose advice do you trust?

Enter mySkin. We can't fill your actual shelf but we can offer you a virtual one—stocked with the most effective products just for your skin. It's an efficient way to go about finding skincare that really works for your skin, along with insight into your skincare questions. That means more time for you to do all those things you've wanted to do. Like skydiving, or writing the next Oscar-winning screenplay (after all, perfect skin does go hand-in-hand with Red Carpet).

Whether you're a woman, a man, a teenager, a busy mom, anyone who cares about your skin, mySkin can help you.

## **2 The Problem: How to find Quality, Reliable Skin Care Assessment and Advice?**

Most people buy skin care products for the wrong reasons. Your skin doesn't care about what's chic or in vogue, so recommendations from a dermatologist pushing his own line of products, or from advertisements promoting the latest trend aren't necessarily the best for your skin. And advice from a good friend or a friendly sales clerk probably doesn't consider important things about you like your skin type or your family history. And they certainly don't take into account important factors affecting your skin such as hormone and stress levels, travel plans, or even the weather.

## **3 Why mySkin's mySkin™?**

**So why make key purchases based on biased or unreliable sources?**

**The Solution: myskin™ – Unbiased Skin Care Advice to find what works for your skin through mySkin™ online (or web-based) skin profiling and skincare recommendation engine.**

**mySkin™** allows you to create your skin profile and finds skincare products that work for your skin based on your skin profile. Not for your best friend, your favorite celebrity or your neighbor with the perfect hair and smile. For you.

## **4 What is mySkin™?**

**mySkin™** offers personalized, unbiased, and scientific skincare product recommendations based on your skin's characteristics. Developed by world renowned skin scientists and specialists, **mySkin™** utilizes scientific principles and sophisticated algorithms to offer you unbiased product recommendations that work best for YOU, not your friend, mother or favorite celebrity. mySkin's portal also hosts a skincare social community that connects users with similar skin profile. mySkin's portal also manages or operates an unbiased skincare blog, features other beauty blogs, and has an active skincare discussion forum.

**mySkin™** helps men and women across all age groups, ethnicities and skin concerns find the right skincare product from almost all brands. The portal's **mySkin™** and **Just Like Me (or JLM)®** online (or web-based) and mobile applications are fun, glamorous and worthy, as they facilitate you to create (or manage) your profile and provide unbiased, scientific-led skincare product recommendations.

## **5 mySkin™ - Modus Operandi and Outputs – How and What you get?**

When you answer a series of questions about your skin and your lifestyle, mySkin's **mySkin™** and **Just Like Me (or JLM)®** patent-pending and proprietary technologies returns a highly customized combination of products at various price points that are right for you. You can easily purchase these products, or save the recommendations, along with any purchases, on your **My Beauty Shelf®**.

mySkin has developed **mySkin™** and **Just Like Me (or JLM)®** – a combined approach that facilitates you in creating (or managing) your skin profile and searching, learning, sharing, tracking and shopping for skincare products in light of skincare product recommendations for you based on what worked for people with skin profiles similar to yours.

### **5.1 mySkin™ - An Apex Level Breakdown of the Skin Profiling and Skincare Recommendation Search Engine – Modus Operandi or How?**

- **Create and Manage** – Create your skin profile by answering an online questionnaire and manage your skin profile.
- **Search** - Find skincare products that work for you from the largest database in the world.
- **Learn** - Interact with your skin twins, browse routines by people like you, and read about skincare blogs.
- **Shop** - Once you find your product, choose from over 120 different stores and price shop.



- Get FREE skincare profiling and skincare recommendations for what (i.e. recommended skincare products) would work for your skin based on your skin profile from over 150,000 skincare products across all brands and all retailers.
- The skincare profiling and skincare product recommendation engines, called **mySkin™**, is powered by patent pending technology developed by leading dermatologists, plastic surgeons and cosmetic pharmacologists.
- Start by telling **mySkin™** characteristics that define your skin: genetics, lifestyle, diet, skin concerns (like acne, eczema, anti aging). These help the **mySkin™** pick out the perfect skin care regimen and products for you.
- Tell **mySkin™** about products you use and how they make your skin feel.
- Your skin profile is created, managed and mapped to how your skin experiences products and various ingredients enabling them to make personalized recommendations just for you by the **mySkin™**.
- The **mySkin™** scientifically examines your skin profile, and products you have used and their ingredients. The **mySkin™** technology then helps you identify products, across routine steps that actually work for people with skin just like yours to give you an honest, unbiased recommendation.
- Enter your skin concern in the search box to get product recommendations specifically for your skin profile by the **mySkin™**. Almost like a personal clinical test designed just for you!

Caution: We discriminate! We favor the best product for YOUR skin as backed by real users' experiences and real science! Not all skincare products are created equal -- and they definitely are not created equal for your unique skin!

## 5.2 mySkin™ - Outputs or What you get?

- Personalized and unbiased science-generated user-supported product recommendations.

- Free personalized skin assessment report.
- One stop shop to search oodles of retailers to find you skincare products that work, at the best prices.
- Community of users Just Like You -- the **mySkin™** and **Just Like Me (or JLM)®** communities allows you to connect with your **Skin Twin™** and ask questions you're too embarrassed to ask your roommate.
- World's top beauty and skincare news – connect to and read your favorite bloggers and learn of the latest breaking skin care news and tips on **mySkin™** blog.
- World's first personalized search, where a search for any skin concern, brand or product is powered by your unique skin profile created and managed using **mySkin™**.

**Scientifically proven:** **mySkin™** takes skincare profiling and skincare product recommendations to a whole new level. Our profiling and advice is backed by facts, not guesses. We've developed highly sophisticated algorithms that analyze variables like genetics, lifestyle, health and the environment, to name a few, for deeper insight on how products work on different skin.

**Research backed:** **mySkin™** is a powerful technology platform with years of research behind it. Our team includes more than 50 physicians, PhDs and technologists who help build the complex algorithms and facilitate the profiling and recommendations. Plus, we've interviewed hundreds of people like you to understand your needs and problems.

## **6 mySkin™ - The Underlying Concept**

Start with a panel of experts; add information different skin types and concerns and over 135,000 products; design and implement an algorithm to consider environmental factors, genetics, ingredients, and additional consumer reviews of products; invite members, and watch the site grow – and the algorithm continuously improve. Just as

the viral power of Web 2.0 sites like Facebook continuously make your world smaller as they grow, providing you with more custom recommendations as more information is available, that's the way **mySkin™** works. Best of all, **mySkin™** remains completely unbiased to a fault, even refusing to accept ads from the industry. (And no, for the record, this is not a pay-per-post or an advertisement.

The concept is to start with a large database of products and a team of experts to assign the products into different recommendation groups based on a large number of factors including skin type and skin concern, such as wrinkles, acne or rosacea. Then, as members join the site, their reviews are incorporated into the database as well, so people with similar skin types and ailments can get even more customized recommendations.

**mySkin™** algorithm is designed to emphasize consumer opinions of products, because they are the ones with the actual experience of the products and are most unbiased. The opinions strengthen by the number of user reviews, so the algorithm actually improves as the site grows, as the site can then provide more specific, and hence optimal, recommendations for the user.

Not only does **mySkin™** enable users to get customized skin care product recommendations from a panel of established experts based on their skin type or ailment or a number of other factors, but it also gives users the ability to connect with other users with the same skin type or ailment. What has worked for them? What hasn't worked for them? Through this experience, there have been users who have gotten ideas to use – or not to use – products that mainstream knowledge would have advised against.

## 7 How is mySkin™ different?

### 7.1 mySkin™ - Skincare Profiling and Unbiased Skincare Recommendation

First and foremost, we strive to be as unbiased as possible. Not many can say that. We don't make or sell products, promote products on our site, or take advertising from skincare manufacturers. Our mission is to provide you with the information and tools to help you make better decisions, while we remain independent and neutral.

Secondly, we utilize a unique approach. **mySkin™** takes skincare profiling and skincare product recommendations to a whole new level. A more meaningful one. Imagine advice backed by facts instead of guesses. Many variables affect skin health and appearance— genetics, lifestyle, health conditions, and environment, to name a few. Utilizing scientific principles and highly sophisticated algorithms, **mySkin™** analyzes these variables for deeper insight on how products work on different skin. **mySkin™** looks at your product experiences and preferences, and those of people who are just like you, to identify those most effective. The **mySkin™** approach is based on the idea that, when someone is just like you, a product that works for her (or him) is very likely to work for you too. A simple concept that many have missed.

Our service is backed by years of research. We're also doing something we think deserves attention. We're listening. To you. We've interviewed hundreds of you to understand your needs and problems. Many of you say how overwhelmed you are with the thousands of products and claims in the beauty industry. Navigating the world of skincare shouldn't be so complicated. We want to make it easier for you. So we did. So come in and explore your new mySkin Community. Discover all the great features we have in store for you. We're here to help you be happy in your skin.

### 7.2 myskin™ has Revolutionized the Online Skin Care Market

mySkin's **mySkin™** is changing awareness, consideration and purchase patterns in the \$40 billion global skin care market. Think: Amazon + Pandora (for skin care) = mySkin.com.

mySkin's **mySkin™** displays 150,000 products and multiple factors for each product. These are updated and categorized within more than 700 different skin types. When you enter your skin concern in the search box, the skincare profiling and recommendation engine finds the precise products that work for you, for your concern.

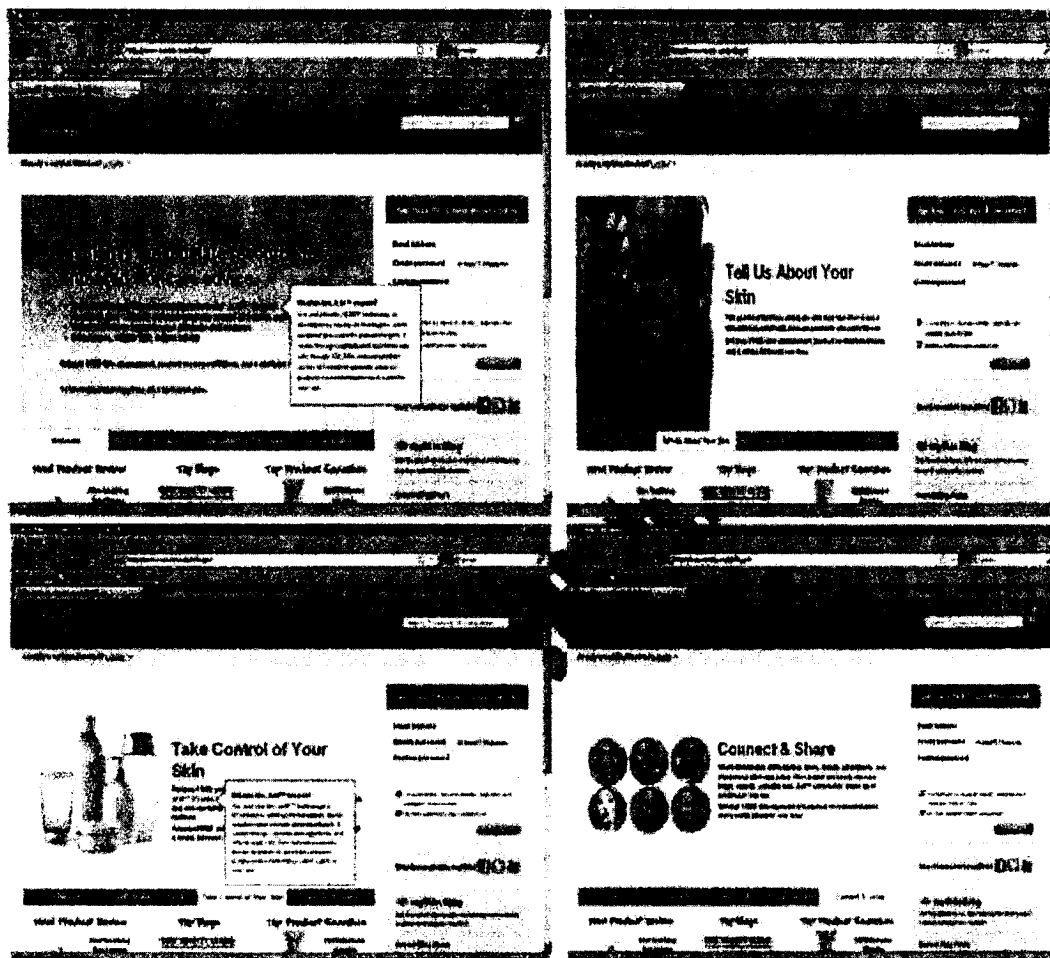
## **8 mySkin™ Inputs – Registration & Skin Profile & FAQ's thereof**

Why do I need to fill out a Skin Profile using a web-based GUI form (or webform) comprising general information entry facility for users in connection with **myskin™** online (or web-based) skin profiling and skincare recommendation search engine? Believe us. We're not noseey. OK, maybe a little. But it's for a good reason. In order to recommend the most effective products for your skin, we need to know a little bit about you. First, the basics about your skin. Then later, you can opt to answer more detailed questions about your lifestyle, medical history, and product preferences. The more information you provide us, the more fine-tuned our recommendations for your skin.

How can I make a change to my Skin Profile using **mySkin™**? You can update your profile information at any time. Just go to Your Skin Profile.

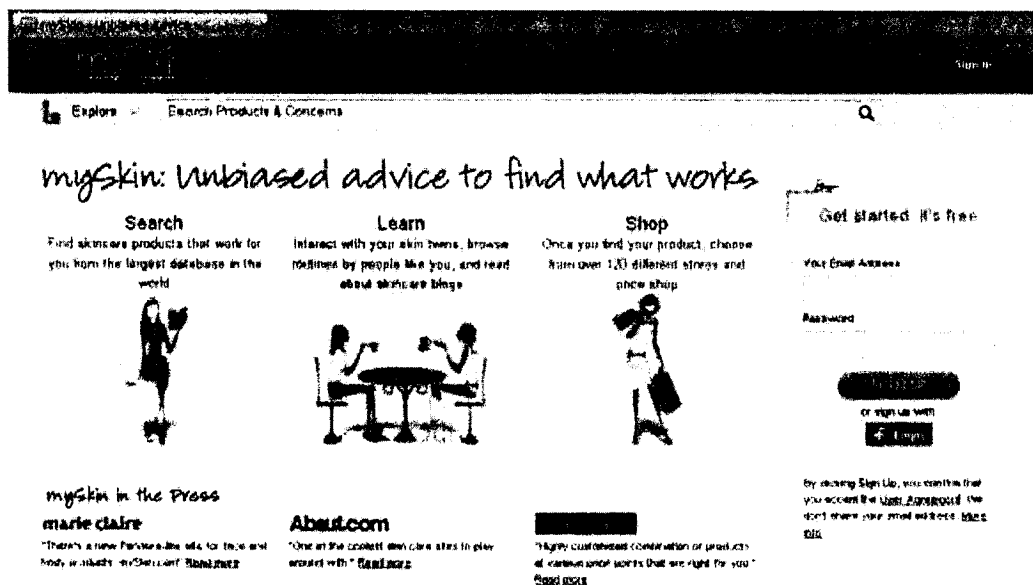
Do I need to fill out all the questions in the Skin Profile? No, just the basics (Basics and Skin Conditions and Skin Concerns). The rest are optional (Medical & Family History, Lifestyle, Product Needs, BMI). But the more you tell us about yourself, the more we can fine-tune our recommendations for you.

Do you sell my information to third parties? A thousand times no. We don't sell any personally identifiable information to any third parties (or any parties, for that matter). What you tell us remains strictly with us. We appreciate the trust you've given that we'll keep your information confidential.



SCREENSHOTS SHOW WEBPAGES COMPRISING GUIs FOR REGISTRATION OF NEW USERS THEREBY FACILITATING ACCESS AND USAGE OF, *inter alia*,

mySkin™ ONLINE (OR WEB-BASED) SKINCARE PROFILING AND SKINCARE  
PRODUCT RECOMMENDATION SEARCH ENGINE HOSTED THEREOF



SCREENSHOT SHOWS LANDING PAGE OF THE PORTAL HOSTING, *inter alia*,  
mySkin™ ONLINE (OR WEB-BASED) SKIN PROFILING AND SKINCARE  
RECOMMENDATION ENGINE

mySkin

START FROM HERE
BUILD BASIC PROFILE
ANALYZE PRODUCTS

### Tell Us About You and Your Skin


Answer a few confidential questions to enable our algorithm develop your unique skin profile and recommendations

1. General Information > 2. Skin Type > 3. Other Features > 4. Skin Conditions


**Name**  
So that we can address you

Rajiv

**Country**  
The climate of where you are located can affect your skin

India  in the U.S.

**Birth Year**  
The recommendation algorithm adjusts for your age


1971 

**Gender**  
Female / male hormones impact the structure of the skin.

☒ Male ☐ Female

**Ethnicity**  
Ethnic background relates to the skin's natural aging process. (Choose All Applicable)

<input type="checkbox"/> Caucasian	<input type="checkbox"/> American Indian or Alaska Native
<input type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> Black
<input type="checkbox"/> East Asian	<input type="checkbox"/> Middle Eastern
<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	<input checked="" type="checkbox"/> South Asian
<input type="checkbox"/> Other: <input type="text"/>	



CANCEL
GO NEXT

SCREENSHOT OF A WEB-BASED GUI FORM (OR WEBFORM) COMPRISING  
GENERAL INFORMATION ENTRY FACILITY FOR USERS IN CONNECTION WITH  
mySkin™ ONLINE (OR WEB-BASED) SKIN PROFILING AND SKINCARE  
RECOMMENDATION SEARCH ENGINE



**mySkin**

START PROCESS | BUILD BASIC PROFILE | ANALYZE PRODUCTS

### Tell Us More About You and Your Skin

Answer a few confidential questions to enable our algorithm develop your unique skin profile and recommendations

1. General Information > 2. Skin Type > 3. Other Features > 4. Skin Conditions

**Your skin type**  
Skin type determines oil and moisture retaining capacity.

☐ Oily  
☐ Dry  
☒ Combination  
☐ Normal

**How does your skin react to sun exposure?**  
Sun reaction correlates to your skin's melanin level and its inbuilt UV blocking capacity.

☐ Always Burn, Never Tan  
☐ Burn Minimally, Tan Easily  
☐ Burn Easily, Tan Minimally  
☒ Rarely Burn, Tan Easily and Darkly  
☐ Burn Minimally, Tan Slowly  
☐ Rarely Burn, Always Tan, Deeply Pigmented

CANCEL

SCREENSHOT OF A WEB-BASED GUI FORM (OR WEBFORM) COMPRISING SKIN TYPE INFORMATION ENTRY FACILITY FOR USERS IN CONNECTION WITH mySkin™ ONLINE (OR WEB-BASED) SKIN PROFILING AND SKINCARE RECOMMENDATION SEARCH ENGINE

mySkin

START PROCESSBUILD BASIC PROFILEANALYZE PRODUCTS

**Tell Us More About You and Your Skin**  
Answer a few confidential questions to enable our algorithm develop your unique skin profile and recommendations

1. General Information > 2. Skin Type > 3. Other Features > 4. Skin Conditions

**Your Skin Tone**  
Skin color correlates to your skin's melanin level and its inbuilt UV blocking capacity

Brown

**Your Natural Hair Color**  
Hair color correlates to your skin's melanin level and its UV blocking capacity

Dark Brown

**Your Eye Color**  
Eye color correlates to your skin's melanin level and its inbuilt UV blocking capacity

Brown

CANCEL

OK

SCREENSHOT OF A WEB-BASED GUI FORM (OR WEBFORM) COMPRISING  
ADDITIONAL SKIN ATTRIBUTES INFORMATION ENTRY FACILITY FOR USERS IN

CONNECTION WITH mySkin™ ONLINE (OR WEB-BASED) SKIN PROFILING AND  
SKINCARE RECOMMENDATION SEARCH ENGINE

The screenshot shows the mySkin online skin profiling and skincare recommendation search engine interface. At the top, there is a navigation bar with three tabs: "START PROCESS", "BUILD BASIC PROFILE", and "ANALYZE PRODUCTS". Below the navigation bar, the main heading is "Tell Us More About You and Your Skin", followed by a subtext: "Answer a few confidential questions to enable our algorithm develop your unique skin profile and recommendations." The progress bar indicates the current step is "1. General Information", with other steps being "2. Skin Type", "3. Other Features", and "4. Skin Conditions". The form contains several sections of questions with checkboxes for answers:

- What types of acne do you experience?**  
Skin concerns denote existing skin conditions. (Choose All Applicable)  
☐ Acne ☐ Blackheads/Whiteheads ☐ Enlarged Pores
- What types of body conditions do you experience?**  
Skin concerns denote existing skin conditions. (Choose All Applicable)  
☐ Cellulite ☐ Rashes ☐ Stretch Marks  
☐ Itchiness ☒ Scars ☐ Skin Allergies
- What other skin conditions do you experience?**  
Skin concerns denote existing skin conditions. (Choose All Applicable)  
☐ Eczema ☐ Melasma ☐ Psoriasis ☐ Rosacea/Redness
- What types of aging do you experience?**  
Skin concerns denote existing skin conditions. (Choose All Applicable)  
☒ Age Spots/Sun Spots/Freckles ☐ Puffiness (eyes) ☐ Uneven Skin Tone  
☐ Dark Circles (eyes) ☒ Rough Skin Texture ☐ Fine Lines/Wrinkles  
☐ Dull Skin ☐ Loss of Elasticity/Sagging Skin
- Other Skin Concerns**  
☐ No Concerns  
☐ Other: \_\_\_\_\_

At the bottom right of the form, there are two buttons: "CANCEL" and "NEXT".

SCREENSHOT OF A WEB-BASED GUI FORM (OR WEBFORM) COMPRISING SKIN  
CONDITIONS INFORMATION ENTRY FACILITY FOR USERS IN CONNECTION  
WITH mySkin™ ONLINE (OR WEB-BASED) SKIN PROFILING AND SKINCARE  
RECOMMENDATION SEARCH ENGINE

mySkin

START PROCESS
BUILD PROFILE
ANALYZE PRODUCTS

### Tell Us More About You and Your Skin

Answer a few confidential questions to enable our algorithm develop your unique skin profile and recommendations.

5. Medical History > 6. Diet > 7. Lifestyle > 8. Preferences >

Medical conditions and history impact your skin's health.

Your Height  ft.  in.

Your Weight  lbs.

Body Mass Index helps determine skin elasticity.

Do you have any of the following medical conditions?  
Medical conditions manifest themselves on the skin. (Choose All Applicable)

☐ Diabetes
☐ Heart Disease
☐ Skin Cancer
☐ None

☐ Other:

Are you on hormone therapy or taking birth control pills?  
Hormones like estrogen impact acne, hyperpigmentation and collagen levels.

☐ Yes
☐ No

How old does/did your mother's skin look?  
Uncovers basic aging patterns.

☐ 5-10 Years Younger than Her Age
☐ More than 5 Years Older than Her Age

☐ Her Age
☐ I Don't Know

☐ Up to 5 Years Older than Her Age

How old does/did your father's skin look?  
Uncovers basic aging patterns.

☐ 5-10 Years Younger than His Age
☐ More than 5 Years Older than His Age

☐ His Age
☐ I Don't Know

☐ Up to 5 Years Older than His Age

CANCEL
SAVE

SCREENSHOT OF A WEB-BASED GUI FORM (OR WEBFORM) COMPRISING  
MEDICAL HISTORY INFORMATION ENTRY FACILITY FOR USERS IN  
CONNECTION WITH mySkin™ ONLINE (OR WEB-BASED) SKIN PROFILING AND  
SKINCARE RECOMMENDATION SEARCH ENGINE

mySkin

START PROCESS
BUILD PROFILE
ANALYZE PRODUCTS

### Tell Us More About You and Your Skin

Answer a few confidential questions to enable our algorithm develop your unique skin profile and recommendations.

5. Medical History > 6. Diet > 7. Lifestyle > 8. Preferences

How your skin looks and feels can be affected by what you eat.

How many glasses of water do you drink a day?  
Hydration impacts skin dryness and complexion.

☐ Less than 2 Glasses
☐ 2-4 Glasses
☐ 4-6 Glasses
☐ 6-8 Glasses
☐ 8 or More Glasses

How often do you take vitamins and/or mineral supplements?  
This indicates supplemental nutrition available to the skin.

☐ Daily
☐ Sometimes
☐ Never

How many servings of alcohol do you consume a week?  
Alcohol affects skin hydration and various skin conditions.

☐ Zero
☐ 1-2 Servings
☐ 2-4 Servings
☐ 4-6 Servings
☐ 6 or More Servings

How many caffeinated beverages (coffee, tea, etc.) do you drink a day?  
Caffeine impacts water loss and skin thickness.

☐ Less than 2
☐ 2-4
☐ 4-6
☐ 6-8
☐ 8 or more

Which diet(s) are you currently on?  
Diets determine nutrition and antioxidants available to the skin. (Choose All Applicable)

☐ Low-Fat
☐ Low-Sugar
☐ Low-Sodium
☐ High-Fiber
☐ Macrobiotic
☐ Low-Carb
☐ Low-Glycemic
☐ Low-Protein
☐ Vegetarian/Vegan
☐ Wheat-Free
☐ Lactose-Free
☐ None

☐ Other:

CANCEL
SAVE

SCREENSHOT OF A WEB-BASED GUI FORM (OR WEBFORM) COMPRISING  
DIETARY OR DIETETIC INFORMATION ENTRY FACILITY FOR USERS IN  
CONNECTION WITH mySkin™ ONLINE (OR WEB-BASED) SKIN PROFILING AND  
SKINCARE RECOMMENDATION SEARCH ENGINE

## **Ratings and Reviews**

What are these stars for? In this case, seeing stars is a good thing. The stars are Overall Effectiveness ratings. Not how popular a product is, or how much you like the product. The more stars, the more effective the product has proven to be.

Why are the stars in different colors? Things would be boring with just one color, right? We're anything but boring. Blue stars are your **mySkin™** ratings – the average rating from people who are just like you. Orange stars are your own ratings of products.

How do I rate a product? Anytime you see stars, you can rate that product – just drag your mouse over the stars, your rating will show up Orange. Remember, the Blue stars are your **mySkin™** ratings from people just like you.

Do I need to rate products? When you rate a product, it helps us understand what works or doesn't work for your skin. Once we're in the know, we can deliver more accurate product recommendations. We kindly ask that you rate at least 3 products during registration. However, the more you rate, and the more detail and accuracy you provide on the products you use or have used, the better we can identify what works best for your skin.

Do I need to write a review? No, you aren't required to write a review. But there are people just like you who would love to hear about your experiences. They want to know the good, the bad, and even the ugly. So share your experiences to help them.

## **Recommendations**

How do you determine what products are effective for me? Easy for you; tough for us. All you have to do is answer a few questions in a questionnaire provided by the web-based GUI form (or webform) comprising general information entry facility for users in

connection with **myskin™** online (or web-based) skin profiling and skincare recommendation search engine and then we get to work. mySkin's proprietary and patent-pending **mySkin™** technology analyzes your product experiences and preferences, and those of people who are just like you, to identify the most effective products based on your skin profile and those similar to your skin profile. The idea is, when someone is just like you, a product that works for her (or him) is very likely to work for you too.

### **Purchase FAQ's**

I purchased a product. It has not arrived.

Although we send you to the products, we don't send the products to you. mySkin's mySkin™ doesn't handle order fulfillment. If you're having a problem with your order, please follow up directly with the merchant you purchased from. We only connect you with the vendor, since our goal is to be unbiased and not "sell" you product.

I purchased a product. Can I return it? Please check your merchant's return policy. mySkin doesn't handle order fulfillment. Please contact the merchant directly. We only connect you with the vendor, since our goal is to be unbiased and not "sell" you product.

I want to purchase a product, but I don't see an option to buy. We know. It's disappointing. We're sorry this product isn't available right now. The good news? We'll keep searching for a retailer who does. So stop by later.

## **9 mySkin's Portal – mySkin™ - Overall Information Management**

### **9.1 mySkin's Portal - mySkin™ - What Generic Information it Collects?**

mySkin's portal collects information in order to provide you with a safe, smooth, and customized experience. In general, mySkin's portal collects two types of information: personal information that you provide to help **mySkin™** tailor outputs and features to your needs, and anonymous information from visitors to mySkin's portal that allows **mySkin™** to better understand and serve our community. mySkin's portal does not collect or process information for any other purpose.

#### **9.1.1 mySkin's Portal - mySkin™ - What Information You Provide or Personal Information?**

Registration: During registration, mySkin's portal collects contact information so we can communicate with you about the services you wish to use.

User profile: In order to make your online experience both personal and rewarding, **mySkin™** collects background information about you and your skin. **mySkin™** also offers you the option of providing additional information about your lifestyle, health, and product preferences if you desire more precise product recommendations.

Surveys and contests: If you choose to participate in a survey or contest, we may request contact and demographic information. If a third party is hosting the survey or contest, we will not share your personal information without your express permission.

Invite-A-Friend, Email this Product to a Friend: You may choose to use our referral service to tell a friend about our site. If so, we will request your friend's name and email address.



Public spaces: Please be aware that any information you choose to post on forums, blogs, or product reviews is public, and others can access and collect this information. We encourage you to exercise discretion.

#### **9.1.2 mySkin's Portal - mySkin™ - What Information is Collected from Visitors?**

Log Files: Like many websites or portals, mySkin's portal automatically gathers information about site traffic (such as Internet Protocol addresses) and stores it in log files. mySkin's portal and, *inter alia*, **mySkin™** use this information to analyze trends, track movement around the site, and gather demographic data. With this information, **mySkin™** can perform skincare profiling, categorization and assessment and make the best personal recommendations possible to enhance your customized experience.

Cookies: A cookie is a small text file stored on your computer to make your visits more efficient. mySkin's portal and, *inter alia*, **mySkin™** use both session cookies to help you navigate the site and persistent cookies to make return visits easier (for example, by remembering your password). You can remove persistent cookies by following the directions in your internet browser's "help" file.

Clear gifs: mySkin's portal and, *inter alia*, **mySkin™** use clear gifs, tiny embedded graphics similar in function to cookies, to help track the effectiveness of our content and communication (for example, by letting us know which emails you have opened). You may choose to opt out of emails containing clear gifs.

#### **9.2 mySkin's Portal - mySkin™ - How We Use Your Information?**

**mySkin™** collect information about your skin, physical characteristics, and skincare concerns and preferences in order to match you with people who are just like you. This enables us to identify the products and services that will work best for you.

mySkin does not rent or sell your personal information, including your contact information, to anyone, and mySkin will only share it under the following circumstances:

mySkin staff: mySkin staff and authorized consultants may have access to your personal information as part of their normal duties.

Compliance with the law: mySkin may disclose your personal information when required by law or if we believe that disclosure is necessary to protect the legal rights of mySkin or its employees.

Authorized service providers: mySkin may share your personal information with certain authorized service providers mySkin engages to perform specific services intended to enhance your online experience. These service providers are prohibited from using this information for any other purpose.

Advertising partners: The ads appearing on mySkin's portal are delivered by our advertising partners, who may use cookies and clear gifs to help target their ads more effectively. mySkin may share website or portal usage information with mySkin's partners, but not personal information that would allow them to identify you.

Aggregated and non-personal information: mySkin may use any non-personal information mySkin collects on the site for general business analysis and to develop content and new services that may be of interest to you.

Others: mySkin will inform you before your personal information is collected by anyone who is not an authorized service provider or advertising partner so you can make an informed choice as to whether you wish to share this information. mySkin will never provide your email address to a third party without your express permission.

## **10 Addendum Product Related Terminology**

As used in general, the term "blidget" is a blend of blog and widget.

As used in general, the term "blog" refers to a blend of the term web log, which is a type of website or part of a website. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. Blog can also be used as a verb, meaning to maintain or add content to a blog.

As used in computing, the term "web widget" is a software widget for the web. Web widget is a small application that can be installed and executed within a web page by an end user. They are derived from the idea of code reuse. Other terms used to describe web widgets include: portlet, gadget, badge, module, webjit, capsule, snippet, mini and flake. Widgets are typically created in DHTML, JavaScript, or Adobe Flash.

Recommender systems, recommendation systems, recommendation engines, recommendation frameworks, recommendation platforms or simply recommender form or work from a specific type of information filtering system technique that attempts to recommend information items (movies, TV program/show/episode, video on demand, music, books, news, images, web pages, scientific literature such as research papers etc.) that are likely to be of interest to the user.

Typically, a recommender system compares a user profile to some reference characteristics, and seeks to predict the 'rating' that a user would give to an item they had not yet considered. These characteristics may be from the information item (the content-based approach) or the user's social environment (the collaborative filtering approach).

A web search engine is designed to search for information on the World Wide Web and FTP servers. The search results are generally presented in a list of results and are often called hits. The information may consist of web pages, images, information and other types of files. Some search engines also mine data available in databases or open directories. Unlike web directories, which are maintained by human editors, search engines operate algorithmically or are a mixture of algorithmic and human input.

Collaborative filtering (CF) is the process of filtering for information or patterns using techniques involving collaboration among multiple agents, viewpoints, data sources, etc. Applications of collaborative filtering typically involve very large data sets. Collaborative filtering methods have been applied to many different kinds of data including sensing and monitoring data - such as in mineral exploration, environmental sensing over large areas or multiple sensors; financial data - such as financial service institutions that integrate many financial sources; or in electronic commerce and web 2.0 applications where the focus is on user data, etc. The remainder of this discussion focuses on collaborative filtering for user data, although some of the methods and approaches may apply to the other major applications as well.

#### Collaborative Search Engines

##### Types of Approaches to Recommendations

Personalized Recommendation – Recommend things based on the individual's past behavior;

Social Recommendation – Recommend things based on the past behavior of similar users;

Item Recommendation – Recommend things based on the item itself; and

Hybrid Recommendation – A combination of the three approaches above.

## 11 Downloadable or Retrievable Applications & Widgets Backed by mySkin™

### mySkin™ Blog Channel Web Widget (or Mobile Widget or Blidget) Blidget

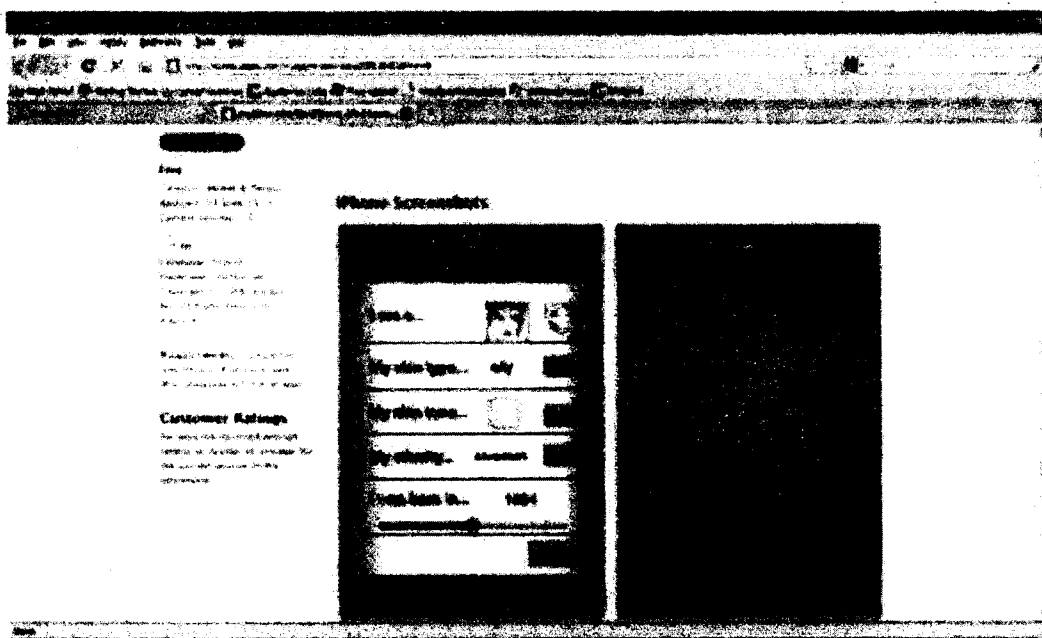


Copy and paste the HTML below to include blidget on your webpage:

```
<div id="blidgetparent"></div>
<script
type="text/javascript"
src="http://www.myskin.com
/Scripts/blidget_iframe.js">
</script>
```

**SCREENSHOT OF mySkin™ ONLINE (OR WEB-BASED) SKIN PROFILING AND SKINCARE RECOMMENDATION SEARCH ENGINE WEB WIDGET (OR MOBILE WIDGET OR BLIDGET) FACILITATING USERS TO ACCESS AND RECEIVE UP-TO-DATE POSTS FROM ALL FAVORITE BLOGS IN mySkin™ BLOG CHANNEL**

## 12 Downloadable or Retrievable Applications & Widgets Backed by mySkin™

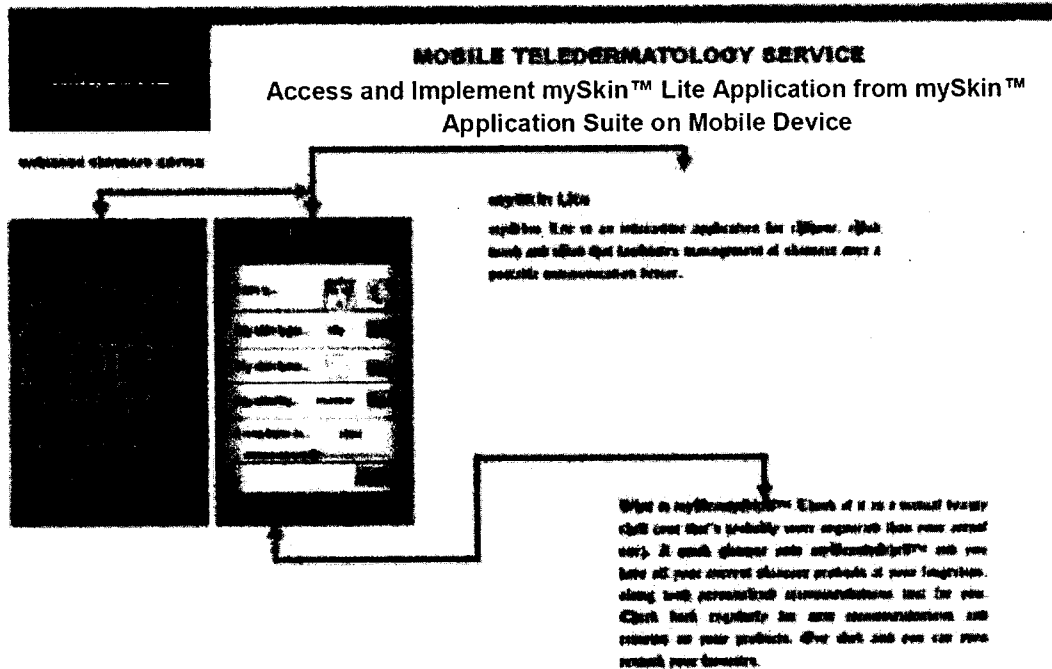


### Description

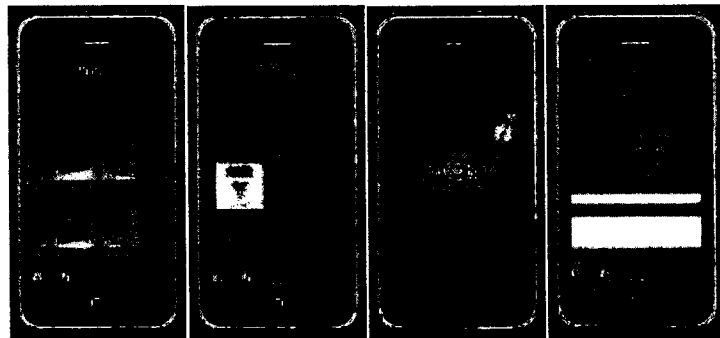
Scientific skincare profiling and unbiased skincare product advice on what skin care products work best for you based on your Skin Profile backed by real people's experiences.

Get FREE skincare profiling and skincare recommendations for what (i.e. recommended skincare products) would work for your skin based on your skin profile from over

150,000 skincare products across all brands and retailers. The skincare profiling and skincare product recommendation engine, called **mySkin™**, is powered by patent pending technology developed by leading dermatologists, plastic surgeons and cosmetic pharmacologists.



PAGE EXCERPTED (OR CAPTURED) FROM mySkin™ Lite APPLICATION OF  
mySkin™ APPLICATION SUITE



SNAPSHOTS EXCERPTED (OR CAPTURED) FROM mySkin™ Lite APPLICATION  
OF mySkin™ APPLICATION SUITE

13 Downloadable or Retrievable Applications & Widgets Backed by mySkin™

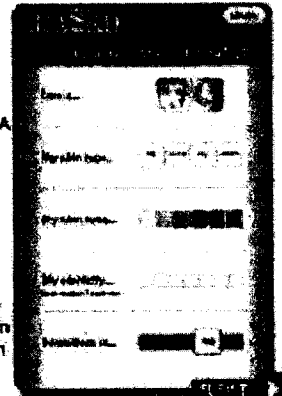
mySkin.com Announces Beauty4Me: An Interactive Facebook Application

*Beauty4Me is an interactive Facebook application from the innovation rooms of mySkin.com. The app empowers a skincare shopper to make an educated decision on what products to use, by providing personalized advice.*

Jersey City, NJ (PRWEB) April 8, 2010 – Just in time for spring, [mySkin.com](http://mySkin.com) announces the release of its interactive skincare Facebook application, Beauty4Me.

Consumers today have hundreds of thousands of skincare products to choose from, yet they don't know which ones actually work for their skin. A Facebook-based personalized, unbiased, and scientific skincare adviser can assist them in making product choices based on their individual skin profile. This ease in decision-making empowers them to be smart, confident shoppers, ultimately achieving great looking skin.

With the 'Beauty4Me' app, the user answers a few questions about his/her skin, then uses an interactive point brush to highlight his/her face on the screen with skin concerns. The app addresses skin concerns such as acne, dark circles, dryness, fine lines, oiliness, and redness. On feeding in this data, the user sees the products that would work best for his/her skin concern and profile.



The product recommendations via this app are powered by scientific algorithms that analyze one's skin profile on multiple parameters like genetics, age, ethnicity, skin tone, and lifestyle. More importantly, the algorithms use a patent-pending methodology called 'Just Like Me™' which takes into account product experiences and outcomes of real people with similar skin profiles.

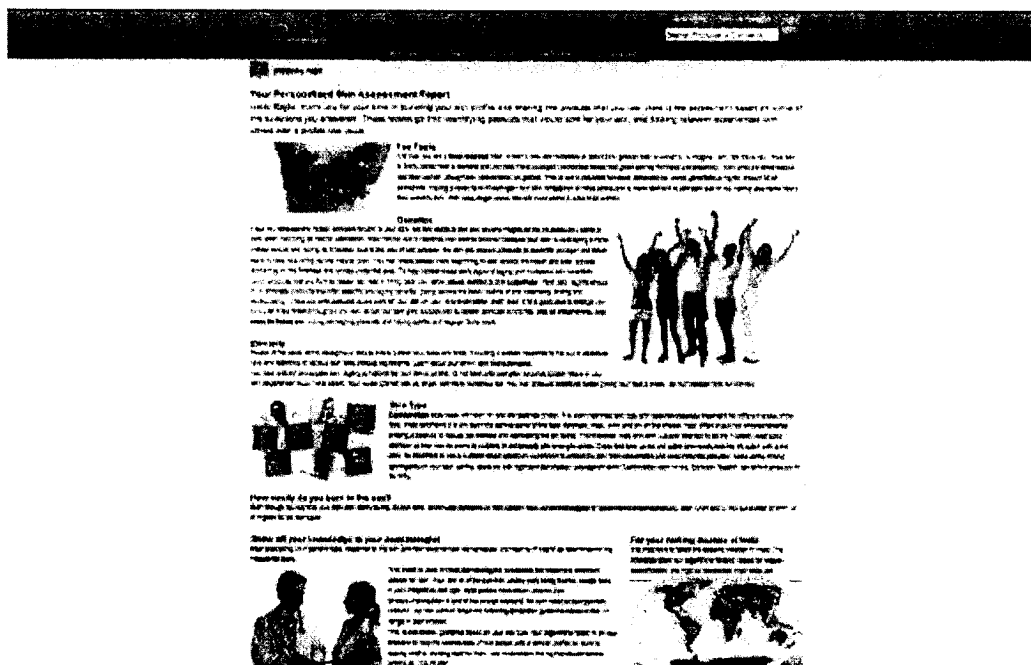
The skincare advice app is available at <http://facebook.com/applications.php?id=221046700041>. To get a full personalized skincare recommendation experience go to [www.myskin.com](http://www.myskin.com) and use invite code 'Beautiful'.

PAGE EXCERPTED FROM Beauty4Me Interactive Facebook Application  
ADVERTISEMENT BROCHURE



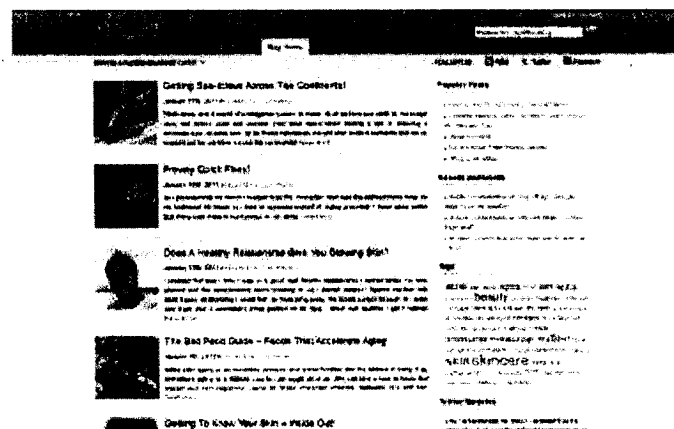
## 14 Downloadable Personalized Skin Assessment Report Backed by mySkin™

mySkin™ - Output of Skin Profiling, Categorization and Analysis - Skin Assessment Report



SCREENSHOT SHOWS DOWNLOADABLE PERSONALIZED SKIN ASSESSMENT REPORT DELIVERABLE GENERATED SUBSEQUENT TO PERFORMANCE OF SKIN PROFILING, CATEGORIZATION AND ANALYSIS, USING MYSKIN™, FOR, *inter alia*, MANAGING USER SKIN PROFILES, TRANSMITTING, DISTRIBUTING, DISSEMINATING, RECEIVING, AND DISPLAYING MEDICAL IMAGES AND MEDICAL DOCUMENTS OVER LOCAL AREA NETWORKS, WIDE AREA

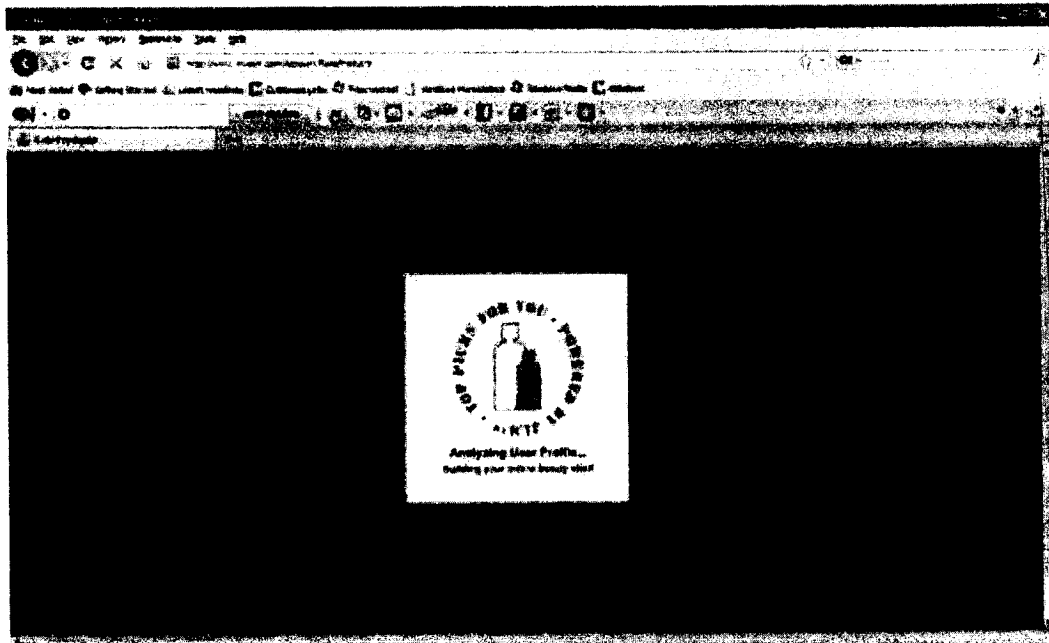
NETWORKS, AND GLOBAL COMPUTER NETWORKS ORGANIZING AND VIEWING  
DIGITAL IMAGES AND PHOTOGRAPHS



SCREENSHOT SHOWS THE mySkin™ BLOG BACKED BY mySkin™ HOSTED ON  
THE PORTAL



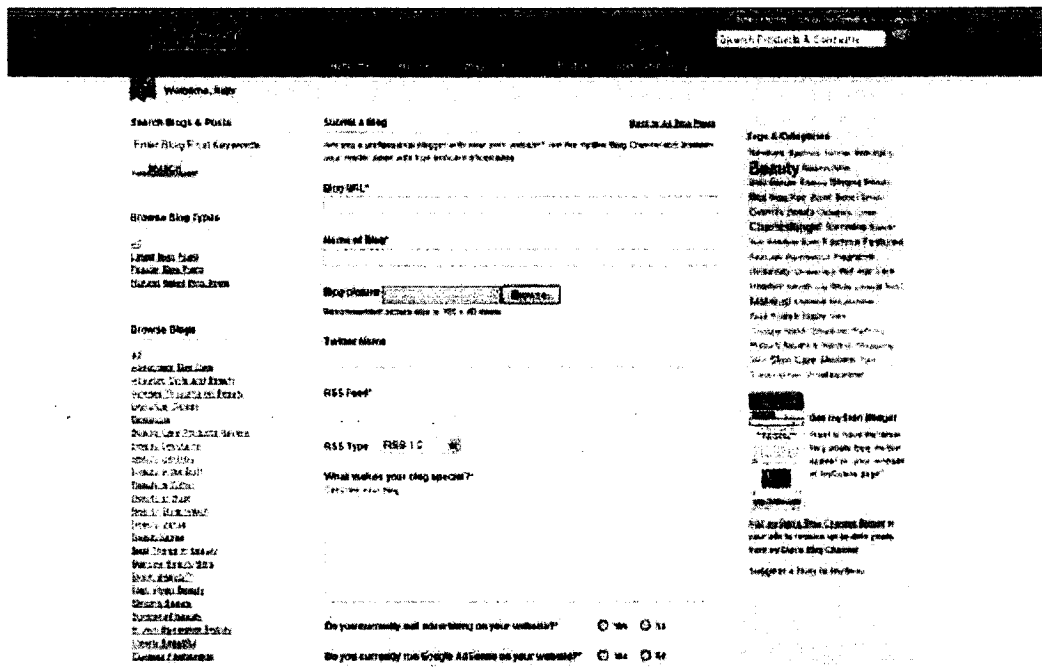




SCREENSHOTS SHOW THE STEP OF ADDITION OF PRODUCTS, *inter alia*,  
COMPRISING THE GENERATION OF OUTPUTS, SUCH AS PRODUCTS AND  
REGIMENS RECOMMENDATIONS, THROUGH IMPLEMENTATION OF THE  
Just Like Me (or JLM)™ ONLINE (OR WEB-BASED) RECOMMENDATION  
ENGINE

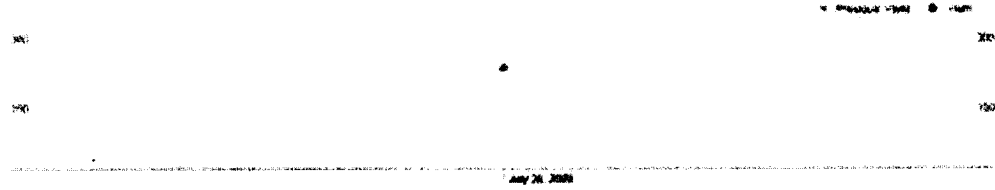


Just Like Me (or JLM)™ IS BACKED BY mySkin™ THAT PERFORMS SKINCARE  
PROFILING, CATEGORIZATION OF SKIN PROFILES, ASSESMENT OF SKIN  
PROILE AND SKINCARE PRODUCT RECOMMENDATION BASED ON SKIN  
PROFILES



SCREENSHOT SHOWS A WEB-BASED GUI FORM FACILITATING NEW USERS TO JOIN mySkin™ BLOG CHANNEL BACKED BY mySkin™



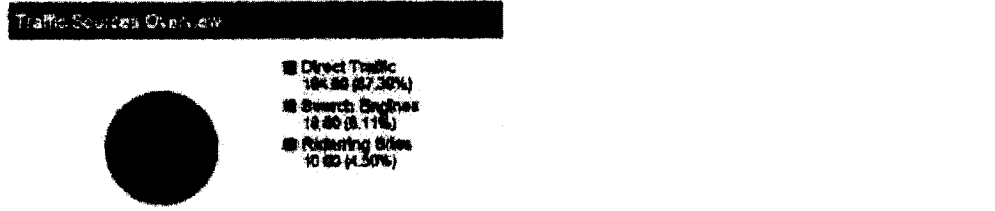


Metric	Value	Previous Period
222 Visits	222	222
1,384 PageViews	1,384	1,384
6.23 Pages/Visit	6.23	6.23
55.41% Bounce Rate	55.41%	55.41%
00:07:25 Avg. Time on Site	00:07:25	00:07:25
51.35% % New Visits	51.35%	51.35%

Visitors Overview

Visitors  
152

Map Overlay world







# Search Engines

Source	Visits	% Visits
google		
Jul 26, 2009 - Jul 26, 2009	14	77.78%
Jul 27, 2009 - Jul 27, 2009	11	78.57%
% Change	23.08%	-1.01%
bing		
Jul 26, 2009 - Jul 26, 2009	2	11.11%
Jul 27, 2009 - Jul 27, 2009	0	0.00%
% Change	100.00%	100.00%
yahoo		
Jul 26, 2009 - Jul 26, 2009	2	11.11%
Jul 27, 2009 - Jul 27, 2009	3	21.43%
% Change	-33.33%	-46.15%

220

260

50

100

Jul 28, 2009

## 152 people visited this site

- **222 Visits**  
Previous: 226 (+ 0.2%)
- **152 Absolute Unique Visitors**  
Previous: 150 (+ 0.3%)
- **1,384 Pageviews**  
Previous: 1,371 (+ 0.9%)
- **6.23 Average Pageviews**  
Previous: 6.20 (+ 0.5%)
- **00:07:25 Time on Site**  
Previous: 00:08:54 (- 1.7%)
- **55.41% Bounce Rate**  
Previous: 54.57% (+ 0.5%)
- **51.36% New Visits**  
Previous: 49.50% (+ 3.7%)

## Technical Profile

Browser	Visits	% Visits	Connection Speed	Visits	% Visits
Firefox			Cable		
Jul 28, 2009 - Jul 28, 2009	89	40.09%	Jul 28, 2009 - Jul 28, 2009	129	56.11%
Jul 27, 2009 - Jul 27, 2009	74	32.89%	Jul 27, 2009 - Jul 27, 2009	125	55.56%
% Change	20.27%	21.80%	% Change	3.20%	0.55%
Internet Explorer			DSL		
Jul 28, 2009 - Jul 28, 2009	64	37.84%	Jul 28, 2009 - Jul 28, 2009	39	17.57%
Jul 27, 2009 - Jul 27, 2009	92	40.89%	Jul 27, 2009 - Jul 27, 2009	33	14.67%
% Change	-4.70%	-7.46%	% Change	16.18%	19.75%

<b>Safari</b>			<b>Unknown</b>		
Jul 26, 2009 - Jul 26, 2009	17	7.66%	Jul 26, 2009 - Jul 26, 2009	30	13.51%
Jul 27, 2009 - Jul 27, 2009	29	12.69%	Jul 27, 2009 - Jul 27, 2009	37	16.44%
% Change	-41.38%	-40.59%	% Change	-18.92%	-17.82%
<b>Chrome</b>			<b>T1</b>		
Jul 26, 2009 - Jul 26, 2009	16	7.21%	Jul 26, 2009 - Jul 26, 2009	21	9.46%
Jul 27, 2009 - Jul 27, 2009	11	4.89%	Jul 27, 2009 - Jul 27, 2009	27	12.00%
% Change	-45.45%	-47.42%	% Change	-23.22%	-21.17%
<b>Opera</b>			<b>OC3</b>		
Jul 26, 2009 - Jul 26, 2009	13	5.86%	Jul 26, 2009 - Jul 26, 2009	2	0.90%
Jul 27, 2009 - Jul 27, 2009	12	5.33%	Jul 27, 2009 - Jul 27, 2009	0	0.00%
% Change	8.33%	9.83%	% Change	100.00%	100.00%

www.myskin.com  
Traffic Sources Overview

Jul 28, 2009 - Jul 28, 2009  
Comparing to Jul 27, 2009 - Jul 27, 2009

29

60

14

15

Jul 28, 2009

All traffic sources sent a total of 222 visits

87.39% Direct Traffic

Previous: 86.42% (+0.97%)

4.60% Referring Sites

Previous: 5.36% (-0.76%)

8.11% Search Engines

Previous: 6.22% (+1.89%)

■ Direct Traffic  
194.00 (87.39%)  
■ Search Engines  
18.00 (8.11%)  
■ Referring Sites  
10.00 (4.50%)

Top Traffic Sources

Sources	Visits	% Visits	Sources	Visits	% Visits
(Direct) (Phone)			myskin		
Jul 28, 2009 - Jul 28, 2009	194	87.39%	Jul 28, 2009 - Jul 28, 2009	10	56.56%
Jul 27, 2009 - Jul 27, 2009	198	88.00%	Jul 27, 2009 - Jul 27, 2009	3	21.43%
% Change	-2.02%	-0.70%	% Change	230.33%	159.26%
google (organic)			myskin.com		
Jul 28, 2009 - Jul 28, 2009	14	6.31%	Jul 28, 2009 - Jul 28, 2009	4	22.22%
Jul 27, 2009 - Jul 27, 2009	11	4.89%	Jul 27, 2009 - Jul 27, 2009	8	57.14%
% Change	27.27%	29.39%	% Change	-50.00%	-61.11%
facebook.com (referral)			www.myskin.com		
Jul 28, 2009 - Jul 28, 2009	3	1.35%	Jul 28, 2009 - Jul 28, 2009	2	11.11%
Jul 27, 2009 - Jul 27, 2009	4	1.78%	Jul 27, 2009 - Jul 27, 2009	0	0.00%
% Change	-25.00%	-33.89%	% Change	100.00%	100.00%
beautystylewatch.com (referral)			myskin		
Jul 28, 2009 - Jul 28, 2009	2	0.90%	Jul 28, 2009 - Jul 28, 2009	1	5.56%
Jul 27, 2009 - Jul 27, 2009	2	0.89%	Jul 27, 2009 - Jul 27, 2009	2	14.29%
% Change	0.00%	1.11%	% Change	-50.00%	-61.11%
bing (organic)			myskin.com		

Jul 26, 2009 - Jul 26, 2009	2	0.90%	Jul 26, 2009 - Jul 26, 2009	1	5.56%
Jul 27, 2009 - Jul 27, 2009	0	0.00%	Jul 27, 2009 - Jul 27, 2009	1	7.14%
% Change	100.00%	100.00%	% Change	0.00%	-22.22%



Visits  
0 101

222 visits came from 37 countries/territories

Summary					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
222	6.23	00:07:25	51.35%	55.41%	
Previous: 225 (+3.0%)	Previous: 6.08 (+2.31%)	Previous: 00:08:50 (+16.12%)	Previous: 55.58% (+1.74%)	Previous: 54.67% (+1.35%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Serbia					
July 28, 2009 - July 28, 2009	101	10.34	00:13:16	22.77%	34.65%
July 27, 2009 - July 27, 2009	88	11.84	00:18:28	19.32%	30.68%
% Change	14.77%	-13.48%	-30.84%	17.88%	12.84%
United States					
July 28, 2009 - July 28, 2009	85	3.21	00:03:27	68.41%	66.24%
July 27, 2009 - July 27, 2009	96	2.89	00:03:14	71.56%	64.21%
% Change	-10.83%	10.19%	6.35%	-3.83%	6.27%
Philippines					
July 28, 2009 - July 28, 2009	8	1.17	00:00:09	66.67%	63.33%

July 27, 2009 - July 27, 2009	4	1.50	00:00:52	100.00%	75.00%
% Change	50.00%	-22.22%	-43.33%	-33.33%	11.11%
Egypt					
July 28, 2009 - July 28, 2009	6	1.50	00:00:29	100.00%	50.00%
July 27, 2009 - July 27, 2009	5	1.20	00:00:45	100.00%	80.00%
% Change	20.00%	25.00%	-35.47%	0.00%	-37.50%
United Kingdom					
July 28, 2009 - July 28, 2009	5	1.00	00:00:00	100.00%	100.00%
July 27, 2009 - July 27, 2009	4	1.20	00:00:02	100.00%	80.00%
% Change	0.00%	-16.67%	-100.00%	0.00%	25.00%
Canada					
July 28, 2009 - July 28, 2009	8	1.00	00:00:00	56.57%	100.00%
July 27, 2009 - July 27, 2009	1	1.00	00:00:00	100.00%	100.00%
% Change	300.00%	0.00%	0.00%	-33.33%	0.00%
Turkey					
July 28, 2009 - July 28, 2009	2	1.00	00:00:00	100.00%	100.00%
July 27, 2009 - July 27, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
Bosnia and Herzegovina					
July 28, 2009 - July 28, 2009	2	14.50	00:00:03	50.00%	0.00%
July 27, 2009 - July 27, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
Austria					
July 28, 2009 - July 28, 2009	2	1.00	00:00:00	100.00%	100.00%
July 27, 2009 - July 27, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
Switzerland					
July 28, 2009 - July 28, 2009	1	1.00	00:00:00	100.00%	100.00%
July 27, 2009 - July 27, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
					1 - 10 of 17



www.myskin.com  
Content Overview

Jul 28, 2009 - Jul 28, 2009  
Comparing to Jul 27, 2009 - Jul 27, 2009

# Previous Pageviews # Pageviews

1,384

1,384

1,384

1,384

July 28, 2009

Pages on this site were viewed a total of 1,384 times

- **1,384 Pageviews**  
Previous: 1,371 (+0.95%)
- **667 Unique Views**  
Previous: 153 (+3.27%)
- **55.41% Bounce Rate**  
Previous: 54.87% (+1.04%)

Top Content

Page	Pageviews	% Pageviews
/		
Jul 28, 2009 - Jul 28, 2009	274	19.80%
Jul 27, 2009 - Jul 27, 2009	282	19.11%
% Change	4.58%	3.60%
/Product/Dashboard		
Jul 28, 2009 - Jul 28, 2009	202	14.50%
Jul 27, 2009 - Jul 27, 2009	180	11.67%
% Change	29.25%	25.96%
/ProductMyShell_list		
Jul 28, 2009 - Jul 28, 2009	91	6.58%
Jul 27, 2009 - Jul 27, 2009	109	7.95%
% Change	-16.51%	-17.39%
/BlogChannel/BlogChannel		
Jul 28, 2009 - Jul 28, 2009	86	6.14%
Jul 27, 2009 - Jul 27, 2009	80	3.68%
% Change	70.00%	68.40%
/Profile/AccountSettings		

Jul 28, 2009 - Jul 28, 2009	57	4.12%
Jul 27, 2009 - Jul 27, 2009	61	4.45%
% Change	-6.56%	-7.44%

www.myskin.com  
Goal Funnel

Jul 28, 2009 - Jul 28, 2009  
Comparing to Jul 27, 2009 - Jul 27, 2009

Previous Goal Conversion Rate Goal Conversion Rate

100.00%

100.00%

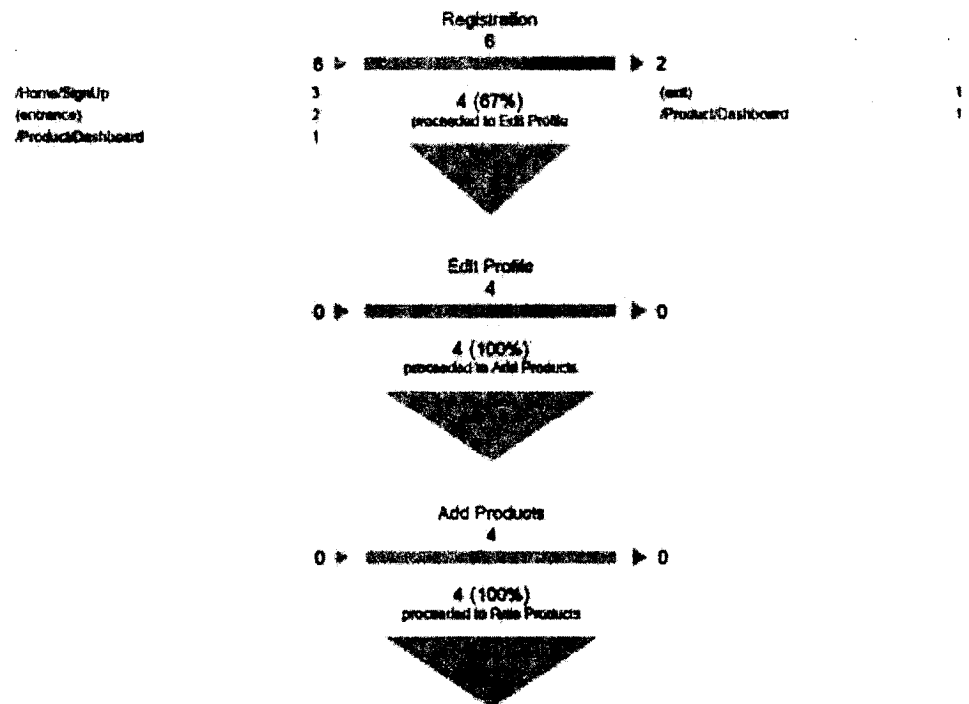
100.00%

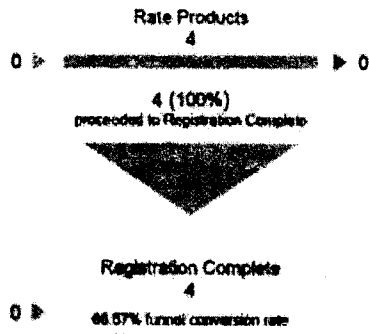
100.00%

Aug 08, 2009

Registration Complete

4 visitors finished | 66.67% funnel conversion rate





July 28, 2009

Referring sites sent 10 visits via 11 sources

Overview					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
10	4.30	00:06:25	70.00%	30.00%	
Previous	Previous	Previous	Previous	Previous	
13 (+15.38%)	2.00 (+115.00%)	00:02:03 (274.00%)	38.46% (182.00%)	88.23% (+65.00%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
facebook.com					
July 28, 2009 - July 28, 2009	3	2.33	00:00:37	100.00%	33.33%
July 27, 2009 - July 27, 2009	4	1.00	00:00:00	75.00%	100.00%
% Change	-25.00%	133.33%	100.00%	33.33%	-66.67%
beautystylewatch.com					
July 28, 2009 - July 28, 2009	2	14.00	00:24:21	0.00%	0.00%
July 27, 2009 - July 27, 2009	2	2.50	00:01:28	0.00%	50.00%
% Change	0.00%	460.00%	1560.23%	0.00%	-100.00%
linkedin.com					
July 28, 2009 - July 28, 2009	1	1.00	00:00:00	100.00%	100.00%
July 27, 2009 - July 27, 2009	1	1.00	00:00:00	0.00%	100.00%
% Change	0.00%	0.00%	0.00%	100.00%	0.00%
mlogin.linksyntrigy.com					
July 28, 2009 - July 28, 2009	1	1.00	00:00:00	100.00%	100.00%
July 27, 2009 - July 27, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
myskin.com					
July 28, 2009 - July 28, 2009	1	2.00	00:12:03	0.00%	0.00%
July 27, 2009 - July 27, 2009	1	6.00	00:17:38	0.00%	0.00%
% Change	0.00%	-66.67%	-29.87%	0.00%	0.00%
ultraviolet.rs					
July 28, 2009 - July 28, 2009	1	2.00	00:00:22	100.00%	0.00%

July 27, 2009 - July 27, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
us.mg4.mail.yahoo.com					
July 28, 2009 - July 28, 2009	1	2.00	00:01:15	100.00%	0.00%
July 27, 2009 - July 27, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
astore.amazon.com					
July 28, 2009 - July 28, 2009	0	0.00	00:00:00	0.00%	0.00%
July 27, 2009 - July 27, 2009	2	1.00	00:00:00	0.00%	100.00%
% Change	-100.00%	-100.00%	0.00%	0.00%	-100.00%
junglebook.affiliatetools.com:8080					
July 28, 2009 - July 28, 2009	0	0.00	00:00:00	0.00%	0.00%
July 27, 2009 - July 27, 2009	1	1.00	00:00:00	100.00%	100.00%
% Change	-100.00%	-100.00%	0.00%	-100.00%	-100.00%
matchpoint.com					
July 28, 2009 - July 28, 2009	0	0.00	00:00:00	0.00%	0.00%
July 27, 2009 - July 27, 2009	1	2.00	00:01:27	100.00%	0.00%
% Change	-100.00%	-100.00%	-100.00%	-100.00%	0.00%

1 - 10 of 11

July 28, 2009

Search sent 18 total visits via 3 sources

Summary					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
18	1.83	00:03:02	83.33%	77.78%	
Previous	Previous	Previous	Previous	Previous	
14 (78.17%)	1.21 (66.11%)	00:00:10 (1.61%)	82.89% (10.39%)	65.71% (6.26%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google					
July 28, 2009 - July 28, 2009	14	2.00	00:03:44	78.57%	78.57%
July 27, 2009 - July 27, 2009	11	1.27	00:00:12	100.00%	81.82%
% Change	27.27%	57.14%	1.156 (16%)	-21.43%	-3.97%
bing					
July 28, 2009 - July 28, 2009	2	1.00	00:00:00	100.00%	100.00%
July 27, 2009 - July 27, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
yahoo					
July 28, 2009 - July 28, 2009	2	1.50	00:01:09	100.00%	80.00%
July 27, 2009 - July 27, 2009	3	1.00	00:00:00	66.67%	100.00%
% Change	-33.33%	50.00%	100.00%	50.00%	-50.00%
					1+3=4

## **Overall Description**

mySkin's portal's, mySkin™ offers consumers the ability to search, learn, share, track and shop for skincare products. Specifically, the mySkin™ offers consumers the ability to learn what products would work for their specific skin profile from a product database of over 150,000 skincare products. The portal is powered by the proprietary and patent-pending mySkin™ and JLM® algorithms. The algorithms process information that users provide on their genetics, diet, lifestyle, location and personal preferences to develop a skin profile. The users experience with their existing products is also requested, which is then mapped across product component ingredients. Experiences of people with similar skin profiles are factored in to provide personalized recommendation on what products may help users achieve various goals like acne treatment, wrinkle reduction, anti-aging, sun protection, cellulite, etc.

mySkin remains unbiased by not taking any advertising from skincare manufacturers. It does not push or endorse any product, and only scientifically serves recommendations on what could be most effective for the user's skin profile. The site also enables consumers to learn which retailers carry that product to have the convenience of online purchase.

The site has a community where users can read beauty blogs, ask questions, interact with other members on skincare issues, and gain access to specials and discounts.

The portal is powered by mySkin's mySkin™ online (or web-based) skincare profiling and skincare product recommendation search engine, which performs skincare profiling, categorization based on skin profiles, assessment of skin and recommends skin care products, services, solutions and regimens.



Walmart, Inc.

Back to Search Results



# Cosmetic Surgeon in a Jar Firming & Tightening Cream

Overall Rating

Price \$19.95

100% Natural  
100% Vegan

Walmart Sign Up to see what your friends like

## Description

This Firming Cream Tightening Cream for Stretch Reduction Face Cream is a skin tightening cream designed to reduce the appearance of fine lines and wrinkles and improve the skin's firmness and elasticity. It is formulated with natural ingredients that help to lift and firm the skin, giving it a more youthful appearance. The cream is also designed to help reduce the appearance of stretch marks and cellulite. It is a 100% natural and 100% vegan formula. The cream is designed to be used on the face, neck, and décolletage. It is a rich, creamy formula that is easy to apply and absorbs quickly. It is a great addition to any skincare routine. The cream is designed to be used twice a day, morning and evening. It is a great way to keep your skin looking young and healthy. The cream is also designed to be used on the body. It is a great way to keep your skin looking firm and toned. The cream is also designed to be used on the hair. It is a great way to keep your hair looking healthy and shiny. The cream is also designed to be used on the nails. It is a great way to keep your nails looking healthy and strong. The cream is also designed to be used on the skin. It is a great way to keep your skin looking healthy and clear. The cream is also designed to be used on the hair. It is a great way to keep your hair looking healthy and shiny. The cream is also designed to be used on the nails. It is a great way to keep your nails looking healthy and strong. The cream is also designed to be used on the skin. It is a great way to keep your skin looking healthy and clear.

Sort by: **U.S. Rating** **Price**

**1. Clinique (7)**

**2. Neutrogena (6)**

**3. Treatments (1)**

**4. Definitive (2)**

# **EXHIBIT D**

Products, Concerns, Skin info...

Products

Routines

Users

Ask

Buzz

Blog

Take a tour

Home &gt; Products &gt; All Products &gt; clinique

Recently used by your SkinTwins

Find out what people similar to you use lately. Go through **Skin assessment** and meet your SkinTwins

Feedback

## Skin Concerns

- |  |     |
|--|-----|
| <input type="checkbox"/> Oiliness            | 816 |
| <input type="checkbox"/> Dryness             | 590 |
| <input type="checkbox"/> Loss of Elasticity  | 498 |
| <input type="checkbox"/> Fine Lines/Wrinkles | 485 |
| <input type="checkbox"/> Dull Skin           | 408 |
| <input type="checkbox"/> Sensitive Skin      | 351 |

More concerns

## Type

- |   |     |
|---|-----|
| <input type="checkbox"/> Moisturizer    | 896 |
| <input type="checkbox"/> Cleanser       | 338 |
| <input type="checkbox"/> Treatment      | 273 |
| <input type="checkbox"/> Toner          | 107 |
| <input type="checkbox"/> Sun Protection | 94  |
| <input type="checkbox"/> Exfoliant      | 51  |

More product type

## Format

- |                                 |     |
|---------------------------------|-----|
| <input type="checkbox"/> Other  | 445 |
| <input type="checkbox"/> Cream  | 387 |
| <input type="checkbox"/> Lotion | 285 |
| <input type="checkbox"/> Bar    | 218 |
| <input type="checkbox"/> Oil    | 143 |
| <input type="checkbox"/> Gel    | 92  |

More product format

## Brands

- |  |       |
|--|-------|
| <input checked="" type="checkbox"/> CLINIQUE | 1,109 |
| <input checked="" type="checkbox"/> Clinique | 713   |
| <input type="checkbox"/> Aromatics Elix ...  | 3     |
| <input type="checkbox"/> Clinique Pore ...   | 1     |

Can't find what are you looking for?  
Suggest a new product

## 1,826 products available by Clinique



## 7 Days Scrub Cream by CLINIQUE

★★★★★

**\$30.40**

1 store

Find best deals

Anti-Blemish Solutions Cleansing Bar for Face and Body  
by CLINIQUE

★★★★★

**\$27.00**

1 store

Find best deals

Clinique D.D.M.L Very Dry To Dry Combination by  
Clinique

★★★★★

**\$34.50**

1 store

Find best deals

Pore Minimizer Instant Perfector (All Skin Types) 01  
Invisible Light, 0.5oz by Clinique

★★★★★

**\$30.00**

1 store

Find best deals

Clinique Dramatically Moisturizing Lotion 4.2oz / Soap  
0.5oz / Lotion 2, 0.5oz for dry/dry combination skin by  
Clinique

★★★★★

**\$29.65**

1 store

Find best deals



Anti-Blemish Solutions Cleansing Bar (with Dish) by  
Clinique for Unisex Cleanser by CLINIQUE

★★★★★



**\$13.50**

1 store

[Find best deals](#)



CLINIQUE by Clinique for WOMEN by CLINIQUE

★★★★★



**\$17.93**

1 store

[Find best deals](#)



Clinique Super City Block Oil Free Daily Face Protector  
Spf 40 1.4oz by Clinique

★★★★★



**\$19.00**

1 store

[Find best deals](#)



Clinique Clarifying Lotion 3 by CLINIQUE

★★★★★



**\$23.00**

1 store

[Find best deals](#)



CL New Clarifying Lotion 4 by CLINIQUE

★★★★★



**\$12.50**

1 store

[Find best deals](#)

1 2 3 4 5 6 7 ... 182 183 ▶

Go to page  →

[Sign In](#) [Email Sign Up](#) [Need Help?](#) [0 Items](#)[MY SKIN DIAGNOSTIC](#) [WHY CLINIQUE](#) [EXPERT TIPS & TRENDS](#) [STORES & EVENTS](#) [English | Español](#) [Submit](#)

Rollover a card to  
reveal an expert tip.

Filter by Skin Concern: [All](#)

Sort By: [Alphabetical](#)

#### BEST-SELLERS



**NEW - Turnaround  
Overnight Radiance  
Moisturizer**

**US\$44.50**

**Skin Types: All**

★★★★☆ (84 reviews)

[Shop Now](#)



**NEW Moisture Surge  
Intense Skin Fortifying  
Hydrator**

**US\$36.00**

**Skin Types: 1 - Very  
Dry to Dry, 2 - Dry  
Combination**

★★★★☆ (83 reviews)

[Shop Now](#)



**Moisture Surge™  
Extended Thirst Relief**

**US\$36.00 -  
US\$48.50**

**Skin Types: 3 - Oily, 4  
- Very Oily**


★★★★☆ (601 reviews)

[Shop Now](#)

	<b>Moisture Surge Face Spray</b> <b>Thirsty Skin Relief</b> <b>US\$21.00</b> <b>Skin Types:</b> All <b>Formula:</b> ★★★★★ (104 reviews) <a href="#">Shop Now</a>		<b>NEW Moisture Surge Tinted Moisturizer</b> <b>SPF15</b> <b>US\$26.00</b> <b>Skin Types:</b> All <b>Formula:</b> Liquid <b>Coverage:</b> Sheer ★★★★★ (169 reviews) <a href="#">Shop Now</a>		<b>Superdefense SPF 25 Age Defense Moisturizer</b> <b>US\$44.50</b> <b>Skin Types:</b> All <b>Concern:</b> De-Aging ★★★★★ (169 reviews) <a href="#">Shop Now</a>
	<b>Super Rescue Antioxidant Night Moisturizer</b> <b>US\$44.50</b> <b>Skin Types:</b> 1 - Very Dry to Dry, 2 - Dry Combination <b>Concern:</b> De-Aging ★★★★★ (99 reviews) <a href="#">Shop Now</a>		<b>Youth Surge SPF 15 Age Decelerating Moisturizer</b> <b>US\$49.50</b> <b>Skin Types:</b> All <b>Concern:</b> De-Aging ★★★★★ (140 reviews) <a href="#">Shop Now</a>		<b>Youth Surge Night Age Decelerating Night Moisturizer</b> <b>US\$49.50</b> <b>Skin Types:</b> 1 - Very Dry to Dry ★★★★★ (63 reviews) <a href="#">Shop Now</a>
	<b>Zero Gravity Repairwear Lift Firming Cream</b> <b>US\$56.00</b> <b>Skin Types:</b> All <b>Concern:</b> De-Aging ★★★★★ (124 reviews) <a href="#">Shop Now</a>		<b>Even Better Skin Tone Correcting Moisturizer</b> <b>SPF 20</b> <b>US\$44.50</b> <b>Skin Types:</b> All <b>Concern:</b> Uneven Skin Tone ★★★★★ (147 reviews) <a href="#">Shop Now</a>		<b>Redness Solutions Daily Relief Cream</b> <b>US\$42.50</b> <b>Skin Types:</b> All <b>Concern:</b> Redness ★★★★★ (240 reviews) <a href="#">Shop Now</a>
	<b>Dramatically Different Moisturizing Lotion</b> <b>US\$13.00 - US\$24.50</b> <b>Skin Types:</b> 1 - Very Dry to Dry, 2 - Dry Combination ★★★★★ (1255 reviews) <a href="#">Shop Now</a>		<b>Dramatically Different Moisturizing Lotion</b> <b>US\$23.50</b> <b>Skin Types:</b> 1 - Very Dry to Dry, 2 - Dry Combination ★★★★★ (406 reviews) <a href="#">Shop Now</a>		<b>Dramatically Different Moisturizing Gel</b> <b>US\$13.00 - US\$24.50</b> <b>Skin Types:</b> 3 - Oily, 4 - Very Oily ★★★★★ (633 reviews) <a href="#">Shop Now</a>
	<b>Acne Solutions Clearing Moisturizer</b> <b>Oil-Free</b> <b>US\$18.50</b> <b>Skin Types:</b> All <b>Concern:</b> Acne ★★★★★ (202 reviews) <a href="#">Shop Now</a>		<b>All About Eyes</b> <b>US\$29.00 - US\$47.50</b> <b>Skin Types:</b> All ★★★★★ (323 reviews) <a href="#">Shop Now</a>		<b>All About Eyes™ Rich</b> <b>US\$29.00</b> <b>Skin Types:</b> All ★★★★★ (484 reviews) <a href="#">Shop Now</a>
	<b>Repairwear Intensive Eye Cream</b> <b>US\$40.00 - US\$57.00</b> <b>Skin Types:</b> All <b>Concern:</b> De-Aging ★★★★★ (162 reviews) <a href="#">Shop Now</a>		<b>Anti-Gravity Firming Eye Lift Cream</b> <b>US\$34.50</b> <b>Skin Types:</b> All <b>Concern:</b> De-Aging ★★★★★ (136 reviews) <a href="#">Shop Now</a>		<b>Repairwear Intensive Night Cream</b> <b>US\$49.50</b> <b>Skin Types:</b> 2 - Dry Combination <b>Concern:</b> De-Aging ★★★★★ (125 reviews) <a href="#">Shop Now</a>
	<b>Repairwear Day SPF 15 Intensive Cream</b> <b>US\$49.50</b> <b>Skin Types:</b> 1 - Very Dry to Dry, 2 - Dry Combination <b>Concern:</b> De-Aging ★★★★★ (52 reviews) <a href="#">Shop Now</a>		<b>Great Skin Great Cause-BCA DDML</b> <b>US\$36.00</b> <b>Skin Types:</b> All ★★★★★ (1 review) <a href="#">Shop Now</a>		<b>Moisture Sheer Tint SPF 15</b> <b>US\$27.00</b> <b>Skin Types:</b> All ★★★★★ (200 reviews) <a href="#">Shop Now</a>

---

[Insider's Club](#) [Customer Service](#) [PRIVACY POLICY](#) [Supplier Relations](#) [Store Locator](#) [Careers](#) [Last Chance](#) [Site Map](#) [International Sites](#)

Like 1.5m 

Order by phone: 1-800-419-4041

[Terms & Conditions](#) | © clinique laboratories, llc. all rights reserved

# **EXHIBIT E**



# Bloomberg Businessweek

Get our new FREE iPad app now | Home

Finance

Technology

Innovation

Management

Small Business

Global

CLICK  
HERE

SAVE 85%



Report content errors on this page

## PERSONAL PRODUCTS

### Clinique Laboratories, LLC

Snapshot

People

February 05, 2012 2:20 PM ET

#### COMPANY OVERVIEW

Clinique Laboratories, LLC manufactures and markets skin care, makeup, and fragrance products. The company offers cleansers, moisturizers, makeup removers, exfoliators and masks, and uneven skin toners, as well as eye and lip care, hand and body care, de-aging, acne, redness, pore, and dullness products. It also provides makeup products, such as foundation, powder, concealers, blushes, bronzers, mascaras, eye shadow, eye liners, brows, lipsticks, lip gloss, lip liners, brush collections, and sets and gifts, as well as sun protection products and self tanners. In addition, the company offers three-step system, skin care, shave, and grooming products for men. It provides its products through s...

Detailed Description

767 Fifth Avenue  
New York, NY 10153  
United States  
Founded in 1968  
Phone: 212-572-3800  
www.clinique.com

#### KEY EXECUTIVES

**Mr. William P. Lauder**  
President  
Age: 50

**Mr. Jim Nevins**  
Senior Vice President and Global Creative Director

**Mr. Giovanni Russo**  
Creative Director

**Ms. Jane Lauder**  
Senior Vice President of Global Marketing -Clinique  
Age: 37

Compensation as of Fiscal Year 2011.

#### KEY DEVELOPMENTS FOR CLINIQUE LABORATORIES, LLC

##### Clinique to Introduce Digital Technologies At Points of Sale

03/2/2011

Clinique announced it is introducing new digital technologies at various points of sale. The company noted it becomes the first cosmetics brand to use the Apple iPad1 in-store as part of a self-guided skin care diagnostic tool being rolled out this month at select counters. Using software exclusive to Clinique on the Apple iPad at Clinique counters, consumers identify their skin care concerns and receive personalized recommendations using a 90-second computer-guided skin care analysis. The diagnostic tool processes product combinations that match consumer's personal needs.

## Capital IQ

A Division of Standard &amp; Poor's

### Business Exchange

Track and share business topics across the Web

Business-to-Business Marketing

Small Business Marketing

Marketing Strategy

Web 2.0 Marketing

Interactive Marketing

### STOCK QUOTES

Stock, Fund, or ETF

Go

Company Lookup

## Clinique Unveils New Apple iPad Skin Diagnostic

02/25/2011

Clinique unveiled new Apple iPad(R) skin diagnostic, rolling out at Clinique counters nationwide. Using software exclusive to Clinique on the Apple iPad(R) at Clinique counters, consumers identify their skin care concerns and receive personalized recommendations using a 90-second computer-guided skin care analysis. The diagnostic tool processes over 180,000 product combinations that precisely match each consumer's personal needs. At the end of the intuitive analysis, consumers receive a printout or email with a list of their custom-fit product recommendations. Clinique also introduced new technologies for 2011: Clinique Smart Bar(TM) powered by Microsoft Surface(R)(2). The Clinique Smart Bar(TM), an oversized touch screen counter that can detect objects and gestures using the embedded Microsoft Surface(R) unit, is being installed this month at Bloomingdale's store at 59(th) Street in New York City. The new digital interface is perfect for groups browsing together or for the busy shopper who wants to pick up products and go. Consumers are introduced to an immersive, collaborative and fun shopping experience by placing specially tagged Clinique products on the Clinique Smart Bar(TM). After accessing product information, Clinique.com's user reviews and how-to videos, shoppers can easily add their favorite products to a virtual shopping basket. The user-friendly application allows shoppers to print out a barcode and present it at the nearby express service counter for quick checkout. If they choose, shoppers can socialize the experience by sharing the virtual shopping basket directly to their Facebook wall for all of their friends to see. An email sharing option is also available to ensure that consumers can easily access their product selections.

### SIMILAR PRIVATE COMPANIES BY INDUSTRY

Company Name	Region	Type	Target
Trio Child, Inc.	United States	Child	No transactions available in the past 12 months.
Delta Brands Inc.	United States	Child	No transactions available in the past 12 months.
Mayborn USA, Inc.	United States	Child	No transactions available in the past 12 months.
Megas Beauty Care, Inc.	United States	Child	No transactions available in the past 12 months.
My Little Star Baby Products, Inc.	United States	Child	No transactions available in the past 12 months.

### RECENT PRIVATE COMPANIES TRANSACTIONS

Company Name	Region	Type	Target
Trio Child, Inc.	United States	Child	No transactions available in the past 12 months.
Delta Brands Inc.	United States	Child	No transactions available in the past 12 months.
Mayborn USA, Inc.	United States	Child	No transactions available in the past 12 months.
Megas Beauty Care, Inc.	United States	Child	No transactions available in the past 12 months.
My Little Star Baby Products, Inc.	United States	Child	No transactions available in the past 12 months.

### ADS BY GOOGLE

**Clinique at Macy's**  
Shop Clinique Cosmetics at Macy's. Free Shipping w/ a \$50 Order Today!  
Macy's.com

**Clinique Cosmetics**  
Shop 200 beauty brands, get Free Shipping over \$50 & Free Samples!  
www.Sephora.com

**NORDSTROM - Official Site**  
Shop apparel, shoes, beauty & more. Free Shipping & Returns Every Day!  
www.nordstrom.com

### MOST SEARCHED PRIVATE COMPANIES

Company Name	Geographic Region
Berlmann AG	Europe
Lawyers Committee for Civil Rights Under Law	United States
NYC2012, Inc.	United States
Rush University	United States
Citizens Budget Commission	United States

### COMPANIES TOOLBOX

#### Investing Tools

Newsletters

Blogs

RSS feeds

Podcasts

Videos

### SEARCH FOR JOBS

#### Post a Job

#### International Sales Manager

Houston, TX-Bierreb International

#### Hd Dpst Products & With Mrktg

Dedham, MA-Citizens Financial Group

#### Sr. Product Analyst - Personal Lines

Independence, OH-Farmers Insurance Group

#### Senior Product Manager - Personal Finance

Mountain View, CA-Intuit

### See all Personal Products Job Listings

Get the all company

location

Jobs by SimplyHired

## Sponsored Links

Buy a link now!

### ADS BY GOOGLE

**Clinique Cosmetics**  
Shop 200 beauty brands, get Free Shipping over \$50 & Free Samples!  
www.Sephora.com

**NORDSTROM - Official Site**  
Shop apparel, shoes, beauty & more. Free Shipping & Returns Every Day!  
www.nordstrom.com

**Clinique at Macy's**  
Shop Clinique Cosmetics at Macy's. Free Shipping w/ a \$50 Order Today!  
Macy's.com

**Costco Jobs**  
Find the Right Job For You. Apply For the Position Now!  
costco.findtherightjob.com

Browse Companies A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | 0 1 2 3 4 5 6 7 8 9

# SUBSCRIBE NOW AND SAVE 85%

CLICK HERE

## SPECIAL REPORTS

Fix This/Transportation



- Crisis in Japan
- Health Care
- Sentiment Analysis

More Special Reports

## BUSINESS TOOLS

- B-School Comparison
- B-School Calendar
- BW for Mobile
- E-mail Newsletters
- RSS
- White Papers

### A-Z INDEX

- BW Authors
- BX Topics
- Private Companies
- Public Companies

## LISTS & RANKINGS

- Best Global Brands
- Best Places to Launch a Career
- Best Providers of Customer Service
- Best Undergraduate Business Schools
- Business School Rankings & Profiles
- BW 50+ Best Performing Companies
- Top 100 IT Companies
- Most Innovative Companies

## FOLLOW US

- BW on Twitter
  - BW on Facebook
- BLOGS
- EconoChat
  - EuroCrisis
  - Joshua Green on Politics
  - Occupy Wall Street
  - Small Business
  - Technology

## SLIDESHOW GALLERY

- Autos
- Business Schools
- Design
- International
- Innovation
- Investing
- Managing
- Policy
- Real Estate
- Small Business
- Technology

## MAGAZINE

Current Issue



SUBSCRIBE NOW

# Bloomberg

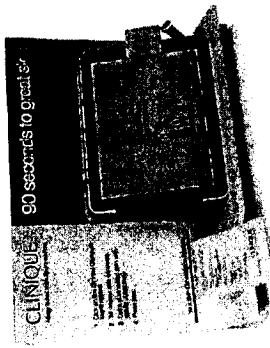
About | Advertising | Custom Publishing | EDGE Programs | Reprints | Terms of Use | Disclaimer | Privacy Notice | Ethics Code | Contact Us | Site Map  
©2012 BLOOMBERG L.P. ALL RIGHTS RESERVED.

# Stylelist

FASHION BEAUTY HAIR CELEBRITY CULTURE FASHION WEEK VIDEO STYLELIST NETWORK STYLELIST HOME HAFFPODI STYLE

## Clinique Introduces New iPad App to Diagnose Your Skin Care Needs

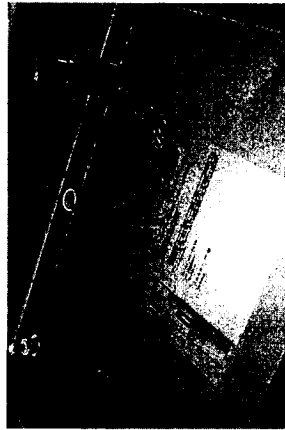
By Deborah Quinn, Contributor to Deborah Quinn's Journal  
AOL Feb 28th 2011 at 3:28PM



Clinique Skin Care Diagnostic Tool, Country of France

Want to know what cleanser, moisturizer and makeup is perfect for your skin? There's an app for that. Clinique has introduced its new Apple iPad technology to guide consumers towards the right beauty products. It's a self-guided skin care diagnostic tool that can be used at select counters around the country, and Clinique is excited to be the first cosmetic brand to use it.

Building on our heritage and the explosion of multi-dimensional communication channels, Clinique is embracing the power of technology to help consumers make the right choices for their skin. To connect with our clients on a different level at every touch point in a relevant and engaging manner, Ricardo Quirtero, Senior Vice President, Global General Manager, Market Development, Clinique told Stylelist, "We are thrilled to unveil a Skin Care Diagnostic Tool on the Apple iPad rolling out globally this year."



The Clinique Skin Care Diagnostic Tool, Country of France

Here's how it works:

- Step up to the Clinique counter at your favorite department store and connect to their Apple iPad.
- Take the 90-second computer-guided skin care test and answer questions about your specific skin type and concerns.
- Get personalized recommendations from over 180,000 possible product combinations to match your needs.
- Receive a personalized printout or email with a list of recommended cosmetic and skincare products.

If you try Clinique's new iPad technology, let us know what you think!

Know what else is important for your skin? Loving It! Find out more here.

### Read All Comments

Comments: Beauty News, Skin & Body  
Topic: Apple Apps, Clinique cosmetics, iPad, iPad app, skin care technology, skin type, skincare, skincare technology, lifestyle

f o s e v

### STYLE AROUND THE WEB

How Can We Put Into Their Words - Finally!  
 Creativity Words Multitudes - The Daily News  
 Documented that Society Work - The Daily  
 Would You Wear Long-Sleeved Shirts As Slaves? - The Daily  
 Tracks That Guarantee Gorgeous Hair - Daily Marketing  
 Can We Have Un-Spoken Slaves - People speak, people

A Guide to Skin Care Basics	How to Avoid Problems with New Skin Care Products	When Do Your Skin Care Products Expire	Wedding Skin Care Regimen for 6 to 12 Months Prior
<p>1. <b>Know Your Skin Type.</b> Is your skin dry, oily, or combination? This will determine the products you need.</p> <p>2. <b>Use Sun Protection.</b> Sunscreen is essential for preventing premature aging and skin cancer.</p> <p>3. <b>Moisturize Regularly.</b> Keeping your skin hydrated is key to maintaining its health.</p> <p>4. <b>Exfoliate Gently.</b> This helps remove dead skin cells and promotes a smoother complexion.</p> <p>5. <b>Be Consistent.</b> A regular skincare routine yields the best results.</p>	<p>1. <b>Patch Test First.</b> Always test a new product on a small area of your skin before using it all over.</p> <p>2. <b>Introduce One Product at a Time.</b> This helps you identify any potential irritants.</p> <p>3. <b>Follow Instructions.</b> Use products as directed, paying attention to frequency and application.</p> <p>4. <b>Monitor Your Skin.</b> If you experience redness, itching, or burning, discontinue use immediately.</p> <p>5. <b>Consult a Professional.</b> If you have persistent skin issues, seek advice from a dermatologist.</p>	<p>1. <b>Check the Expiry Date.</b> Most skincare products have a shelf life of 12 to 24 months.</p> <p>2. <b>Look for Changes.</b> If a product's texture, color, or smell changes, it may be expired.</p> <p>3. <b>Store Properly.</b> Keep products in a cool, dry place away from direct sunlight.</p> <p>4. <b>Use Before It Expires.</b> Expired products can lose effectiveness and cause irritation.</p> <p>5. <b>Dispose of Old Products.</b> Don't use expired skincare; instead, recycle or dispose of them properly.</p>	<p>1. <b>Start Early.</b> Begin your skincare routine at least 6 months before the wedding.</p> <p>2. <b>Establish a Routine.</b> Consistency is crucial for achieving your desired skin condition.</p> <p>3. <b>Hydrate and Protect.</b> Focus on moisture and sun protection throughout the process.</p> <p>4. <b>Professional Treatments.</b> Consider facials or other treatments for a professional touch.</p> <p>5. <b>Stay Calm.</b> Your skin will be in the best condition if you maintain a healthy lifestyle and stress management.</p>

2014-01-22 2:28:27 PM

This is great. As noted by Harvard Business Review, the best business models are those where the product can be customized to fulfill the customers needs. Where the business model is customer focused not product focus. The company learns from its customers as customers share information about themselves to the company and the company and customer have a partnership, a learning working relationship. Check out my blog at [vsnalek@ymail.com](http://vsnalek@ymail.com).

Manuscript received 11/20/2011; 11/24/2011

A Harvard Business Review Classic spreads of this very thing: Do You Want to Keep Your Customers Forever?... customize your services and products. I do! Go  
Clanique! Yvoni S. Kelly Duaneour of  
[www.yvoniaskellyduaneour.com](http://www.yvoniaskellyduaneour.com) and my dance and culture implementation boutique

	NEW USER	RETURNING USERS	AOL/AIM USERS
1. Age	25-34	25-34	25-34
2. Gender	Male	Male	Male
3. Education	High School	High School	High School
4. Income	\$10,000-\$19,999	\$10,000-\$19,999	\$10,000-\$19,999
5. Marital Status	Single	Single	Single
6. Computer Use	Never	Never	Never
7. Internet Use	Never	Never	Never
8. AOL/MSN/Comcast	Never	Never	Never
9. AOL/MSN/Comcast	Never	Never	Never
10. AOL/MSN/Comcast	Never	Never	Never
11. AOL/MSN/Comcast	Never	Never	Never
12. AOL/MSN/Comcast	Never	Never	Never
13. AOL/MSN/Comcast	Never	Never	Never
14. AOL/MSN/Comcast	Never	Never	Never
15. AOL/MSN/Comcast	Never	Never	Never
16. AOL/MSN/Comcast	Never	Never	Never
17. AOL/MSN/Comcast	Never	Never	Never
18. AOL/MSN/Comcast	Never	Never	Never
19. AOL/MSN/Comcast	Never	Never	Never
20. AOL/MSN/Comcast	Never	Never	Never
21. AOL/MSN/Comcast	Never	Never	Never
22. AOL/MSN/Comcast	Never	Never	Never
23. AOL/MSN/Comcast	Never	Never	Never
24. AOL/MSN/Comcast	Never	Never	Never
25. AOL/MSN/Comcast	Never	Never	Never
26. AOL/MSN/Comcast	Never	Never	Never
27. AOL/MSN/Comcast	Never	Never	Never
28. AOL/MSN/Comcast	Never	Never	Never
29. AOL/MSN/Comcast	Never	Never	Never
30. AOL/MSN/Comcast	Never	Never	Never
31. AOL/MSN/Comcast	Never	Never	Never
32. AOL/MSN/Comcast	Never	Never	Never
33. AOL/MSN/Comcast	Never	Never	Never
34. AOL/MSN/Comcast	Never	Never	Never
35. AOL/MSN/Comcast	Never	Never	Never
36. AOL/MSN/Comcast	Never	Never	Never
37. AOL/MSN/Comcast	Never	Never	Never
38. AOL/MSN/Comcast	Never	Never	Never
39. AOL/MSN/Comcast	Never	Never	Never
40. AOL/MSN/Comcast	Never	Never	Never
41. AOL/MSN/Comcast	Never	Never	Never
42. AOL/MSN/Comcast	Never	Never	Never
43. AOL/MSN/Comcast	Never	Never	Never
44. AOL/MSN/Comcast	Never	Never	Never
45. AOL/MSN/Comcast	Never	Never	Never
46. AOL/MSN/Comcast	Never	Never	Never
47. AOL/MSN/Comcast	Never	Never	Never
48. AOL/MSN/Comcast	Never	Never	Never
49. AOL/MSN/Comcast	Never	Never	Never
50. AOL/MSN/Comcast	Never	Never	Never
51. AOL/MSN/Comcast	Never	Never	Never
52. AOL/MSN/Comcast	Never	Never	Never
53. AOL/MSN/Comcast	Never	Never	Never
54. AOL/MSN/Comcast	Never	Never	Never
55. AOL/MSN/Comcast	Never	Never	Never
56. AOL/MSN/Comcast	Never	Never	Never
57. AOL/MSN/Comcast	Never	Never	Never
58. AOL/MSN/Comcast	Never	Never	Never
59. AOL/MSN/Comcast	Never	Never	Never
60. AOL/MSN/Comcast	Never	Never	Never
61. AOL/MSN/Comcast	Never	Never	Never
62. AOL/MSN/Comcast	Never	Never	Never
63. AOL/MSN/Comcast	Never	Never	Never
64. AOL/MSN/Comcast	Never	Never	Never
65. AOL/MSN/Comcast	Never	Never	Never
66. AOL/MSN/Comcast	Never	Never	Never
67. AOL/MSN/Comcast	Never	Never	Never
68. AOL/MSN/Comcast	Never	Never	Never
69. AOL/MSN/Comcast	Never	Never	Never
70. AOL/MSN/Comcast	Never	Never	Never
71. AOL/MSN/Comcast	Never	Never	Never
72. AOL/MSN/Comcast	Never	Never	Never
73. AOL/MSN/Comcast	Never	Never	Never
74. AOL/MSN/Comcast	Never	Never	Never
75. AOL/MSN/Comcast	Never	Never	Never
76. AOL/MSN/Comcast	Never	Never	Never
77. AOL/MSN/Comcast	Never	Never	Never
78. AOL/MSN/Comcast	Never	Never	Never
79. AOL/MSN/Comcast	Never	Never	Never
80. AOL/MSN/Comcast	Never	Never	Never
81. AOL/MSN/Comcast	Never	Never	Never
82. AOL/MSN/Comcast	Never	Never	Never
83. AOL/MSN/Comcast	Never	Never	Never
84. AOL/MSN/Comcast	Never	Never	Never
85. AOL/MSN/Comcast	Never	Never	Never
86. AOL/MSN/Comcast	Never	Never	Never
87. AOL/MSN/Comcast	Never	Never	Never
88. AOL/MSN/Comcast	Never	Never	Never
89. AOL/MSN/Comcast	Never	Never	Never
90. AOL/MSN/Comcast	Never	Never	Never
91. AOL/MSN/Comcast	Never	Never	Never
92. AOL/MSN/Comcast	Never	Never	Never
93. AOL/MSN/Comcast	Never	Never	Never
94. AOL/MSN/Comcast	Never	Never	

**Got something to say? Say it!**  
Simply enter your name and e-mail address, and you'll receive an email confirming your comment and notifying you as we pass it on. Use that comment and you're good to go.

Locals already have an AQUA representative, but in order to gather info.

History of development and policy

James

Journal of Management Education 35(1)

© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 103–110

1000

2-71217.

100

100

---

**our comments.**

Journal of Management Inquiry 22(1)

REPRESENTATIVE FOR THE

© 2011 American Statistical Association

1

Add A Comment

1

**Sponsored Links**

57 Year Old Mom Looks 28

More reviews at [www.TheHuggerLifestyle.com](http://www.TheHuggerLifestyle.com)

**Groupon™ Deals**

1

Save in hundreds of dollars worldwide w/ the original daily deal site!  
www.Groupon.com

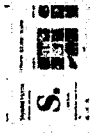
"African Fruit Burns Fat"  
The Daily Deal is Making Americans Skinny  
http://www.dailydeal.com/africanfruit

Buy a Book here

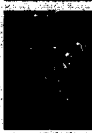
#### MORE ON STYLIST



**A Look Back**  
MARISA WELLS  
BELGIAN ACTRESS IN  
BARCELONA



**DIY STYLE**  
NEW ON INTEREST  
STYLIST HOME AND  
HUFFINGTON POST



**Fashion**  
JESSICA ALBA  
MICHELLE WILLIAMS  
KATE BOSWORTH  
CHOOSE ELEGANCE



**Music**  
DEBBIE HARRY  
BLONDIE SINGER  
SHOWS OFF HER  
STYLE



**Know-How**  
SUPER BOWL PARTY  
CHECKLIST



**Home Products**  
HOW TO BUY CHEAP  
WINE GLASSES  
(VIDEO)

#### SITES WE LOVE

**Top Stylist**  
Fun Beauty vs. El Marrow  
Which Outfit Check Has the  
Best Off-Field Girls?  
Swish Swish: Eve  
Ancient Sins in New Orleans  
Metric Campaign  
May-Kate and Aubrey's  
Hands-On Holiday

**HUFFPOST STYLE**  
WATCH Icons  
Sperberberg Breast A 20-  
Icon Wild  
PHOTOS: Justin Wu For  
Target Is Not Entirely Safe  
Cut Yul  
Charles Russell: What's  
Men's Love and What's  
French Is Own

**Cut**  
Sounding Off: A Quick Guide  
With Rumor: A Star  
Anthony Williams  
Pony Love: Shadow Love  
Ch. Michelle Harper: Anne  
Slippy: and More in One  
That's the Beauty  
Mary's Guide: A Quick  
and Upstate Review

**Style**  
Evening Outlets: Paul  
Stanger Picked Off The  
Gard Web: Hemphill  
Comments  
Today's Lady: News On  
Bridal Show: And Fragrant  
Much: Ask About Bulky  
Suits? New Video

**FABSUGAR**  
Pub Place - All the S.O.  
Award: Fashion, Starring  
Engagement Rings and  
More!  
Looks of the Week!  
Jason Wu for Taped Person  
You Won't Want to Miss!

**BEAT THE HEAT**  
Heat Off: Kate  
Best of the S.O. Awards  
Lagerfeld on Lagerfeld

#### EVEN MORE ON STYLIST

**Beauty**  
Stylish Delays

**Celebrity**  
QTY

**Cuddles**  
Updown Down

**Designs**  
Design

**Hair**  
Home Design

**Insulation**  
Style Enthusias

#### Act Lifestyle

Terms of Service | Privacy Policy | Feedback | Contact Us | Help Us

© 2012 Act. All Rights Reserved.

Act Lifestyle

Act Lifestyle

Act Lifestyle

Act Lifestyle

Act Lifestyle

Act Lifestyle

Act Lifestyle

Act Lifestyle

Act Lifestyle

Act Lifestyle

# **EXHIBIT F**

[Send Us Feedback](#) | [Sign Up](#) | [Login](#)[Search Products & Concerns](#)Already a mySkin Member? [LOGIN](#)**TALIKA  
Skintelligence Balancing  
Lotion - All Skin****Overall Rating:**  
**Price:** \$25.00[Like](#)[Sign Up to see what your friends like](#)[Product Details](#)   [Reviews \(0\)](#)**Description**   Have an opinion of TALIKA Skintelligence Balancing Lotion - All Skin? Write a review »**Ingredients**   Ingredients Aqua (Water), Dehydroacetic Acid, Benzyl Alcohol, Coceth-7/PPG-1-PEG-9, Lauryl Glycol Ether/PEG-40 Hydrogenated Castor Oil, Potassium Sorbate Glycerin, Sodium Benzoate, Butylene Glycol, Citrus Grandis (Grapefruit Seed Extract), Thermus Thermophilus Ferment, Parfum (Fragrance), Allantoin, Panthenol/Propylene Glycol, Glutamylamidoethyl Indole, Bisabolol, Citric Acid, Tetrasodium EDTA, Sodium Hyaluronate, Phenoxyethanol, Sorbic Acid.**Specifications**   **Product Type:** Toner  
**Product Format:** Lotion  
**Routine Step:** Tone  
**Product Function:** Oil Control**Would this product work for you?**

Sign up to find out! Our scientific algorithm analyzes your skin profile and tells you if this is the perfect product for you. Take Advantage of a LIMITED TIME complimentary membership and join the ultimate personalized skincare resource.

Sign-up is FREE and anyone can join!

Email Address

Create password

At least 5 Characters

Confirm password

☒ I agree with mySkin Terms and Conditions.Already a member? [Login](#).

Username

Password

[Forgot Password?](#)☒ Remember me[LOGIN](#)**About mySkin**[About Us](#)  
[Contact Us](#)  
[Press](#)  
[Blog](#)  
[Help](#)  
[Terms & Conditions](#)  
[Privacy Statement](#)**Concerns**[Acne](#)  
[Fine Lines/Wrinkles](#)  
[Oiliness](#)  
[Dryness](#)  
[Rough Skin](#)  
[Hyperpigmentation](#)  
[Loss of Elasticity](#)[Uneven Tone](#)  
[Sensitive Skin](#)  
[Rosacea](#)  
[Redness](#)  
[Dull Skin](#)  
[Dark Circles](#)  
[Clogged Pores](#)[Cellulite](#)  
[Scars](#)  
[Eczema](#)  
[Stretch Marks](#)  
[Itchiness](#)  
[Puffiness](#)  
[Psoriasis](#)[Sagging Skin](#)  
[Enlarged Pores](#)  
[Rashes](#)  
[Melasma](#)  
[Spider Veins](#)**Routine Steps**[Cleanser](#)  
[Tone](#)  
[Moisturize](#)  
[Treat](#)  
[Protect](#)  
[Exfoliate](#)  
[Mask](#)  
[Tan](#)  
[Shave](#)

mySkin © 2010. All Rights Reserved.



[Send Us Feedback](#) | [Sign Up](#) | [Login](#)[Search Products & Concerns](#)[Already a mySkin Member? LOGIN](#)**TALIKA**  
**Skintelligence Balancing**  
**Lotion - All Skin Types1 ea**Overall Rating:  
Price: \$25.00[Like](#)[Sign Up to see what your friends like](#)[Product Details](#)   [Reviews \(0\)](#)**Description**   Talika - Skintelligence Balancing Lotion - All Skin Types Hue: Clear Look 5 years younger in 6 months with this new daily intelligent approach to looking younger. This for all- skin- types, facial toner reinforces the skins defense system by protecting and restoring its nerve endings. This product develops the skin's innate ability to adapt to external and internal wear, depending on the type and intensity of stress**Ingredients**   Thermus Thermophilus**Specifications**   **Product Type:** Toner  
**Product Format:** Lotion  
**Routine Step:** Tone  
**Product Function:** Oil Control, Anti-Aging, Protection**Would this product work for you?**Sign up to find out! Our scientific algorithm analyzes your skin profile and tells you if this is the perfect product for you. Take Advantage of a **LIMITED TIME** complimentary membership and join the ultimate personalized skincare resource.**Sign-up is FREE and anyone can join!**

Email Address

Create password

At least 5 Characters

Confirm password

☒ I agree with mySkin Terms and Conditions.[CONTINUE](#)**Already a member? Login.**

Username

Password

[Forgot Password?](#)☒ Remember me[LOGIN](#)**About mySkin**[About Us](#)  
[Contact Us](#)  
[Press](#)  
[Blog](#)  
[Help](#)  
[Terms & Conditions](#)  
[Privacy Statement](#)**Concerns**[Acne](#)  
[Fine Lines/Wrinkles](#)  
[Oiliness](#)  
[Dryness](#)  
[Rough Skin](#)  
[Hyperpigmentation](#)  
[Loss of Elasticity](#)**Uneven Tone**[Sensitive Skin](#)  
[Rosacea](#)  
[Redness](#)  
[Dull Skin](#)  
[Dark Circles](#)  
[Clogged Pores](#)**Cellulite**[Scars](#)  
[Eczema](#)  
[Stretch Marks](#)  
[Itchiness](#)  
[Puffiness](#)  
[Psoriasis](#)**Sagging Skin**[Enlarged Pores](#)  
[Rashes](#)  
[Melasma](#)  
[Spider Veins](#)**Routine Steps**[Cleanser](#)  
[Toner](#)  
[Moisturize](#)  
[Treat](#)  
[Protect](#)  
[Exfoliate](#)  
[Mask](#)  
[Tan](#)  
[Shave](#)

mySkin © 2010. All Rights Reserved.

Send Us Feedback | Sign Up | Login

Search Products &amp; Concerns

Already a mySkin Member? LOGIN

Search All Categories

skintelligence

## Search Results for skintelligence (4 Total Results)

Products(4)

Blog Channel(0)

Reviews(0)

## SEARCH TOOLS

Reset All Filters

4 products available for "skintelligence"

No products yet available for your skin profile. To get personalized recommendations, sign up

## ROUTINE STEP

Cleanse (2)

Moisturize (1)

Treat (1)

Your Filters

Moisturizing

SORT BY: ☒ RATING ☐ PRICE ☐ BRAND

## BRAND

A B C D E F G H I  
J K L M N O P Q R S  
T U V W X Y Z

All Brands

Talika

TALIKA

## PRODUCT FORMAT

Other (4)

**TALIKA**  
Skintelligence Clever  
Cleanser - Dry to Normal Skin  
(3.4 fl oz.)

Price: \$25.00

Routine Step: Cleanse

Overall Rating:

**TALIKA**  
Skintelligence Daily  
Neuroactivator - Dry to  
Normal Skin (1 fl oz.)

Price: \$45.00

Routine Step: Treat

Overall Rating:

**Talika**  
TALIKA Skintelligence Daily  
Neuroactivator - Normal to  
Combination (1 fl oz.)

Price: \$45.00

Routine Step: Moisturize

Overall Rating:

**Talika**  
TALIKA Skintelligence Clever  
Cleanser - Dry to Normal Skin  
(3.4 fl oz.)

Price: \$25.00

Routine Step: Cleanse

Overall Rating:

SORT BY: ☒ RATING ☐ PRICE ☐ BRAND

## About mySkin

About Us

Contact Us

Press

Blog

Help

Terms &amp; Conditions

Privacy Statement

## Concerns

Acne

Fine Lines/Wrinkles

Oilyness

Dryness

Rough Skin

Hyperpigmentation

Loss of Elasticity

Uneven Tone

Sensitive Skin

Rosacea

Redness

Dull Skin

Dark Circles

Clogged Pores

Cellulite

Scars

Eczema

Stretch Marks

Itchiness

Puffiness

Psoriasis

Sagging Skin

Enlarged Pores

Redness

Melasma

Spider Veins

## Routine Steps

Cleanse

Tone

Moisturize

Treat

Protect

Exfoliate

Mask

Tan

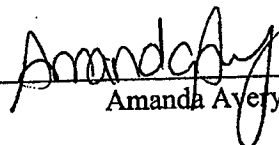
Shave

mySkin © 2010. All Rights Reserved.

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing OPPOSER'S FIRST SET OF REQUEST FOR ADMISSIONS was served upon Applicant by First Class Mail, postage pre-paid, this 6th day of February, 2012:

Rajiv Ranjan  
Director – IPR, MySkin, Inc.  
MySkin Inc.  
123 Town Square Place, Suite #324  
Jersey City, NJ 07310

  
Amanda Avery

**Opposition. No. 91200084**

**Lifetech Resources, LLC vs. MySkin, Inc.**

**USPTO File History of U.S. Reg. No.  
1,783,801 (SKINTELLIGENCE),  
Including Assignment Information**

Int. Cl.: 3

Prior U.S. Cls.: 51 and 52

**United States Patent and Trademark Office**

Reg. No. 1,783,801

Registered July 27, 1993

**TRADEMARK  
PRINCIPAL REGISTER**

**SKINTELLIGENCE**

CARIERI, RICHARD A. (UNITED STATES CITIZEN)  
21822 LASSEN STREET, SUITE "L"  
CHATSWORTH, CA 91311

FOR: COSMETICS; NAMELY, SKIN CLEANSER PREPARATIONS, SKIN FRESHENER PREPARATIONS, SKIN MOISTURIZER, TONING LOTION, EMOLLIENT CREAM, TONING MASK, SHAVING CLEANSER PREPARA-

TIONS, EYE TONING GEL, FACE MAKEUP BODY SHAMPOO, HAIR SHAMPOO, HAIR CONDITIONER, IN CLASS 3 (U.S. CLS. 51 AND 52).

FIRST USE 5-19-1990; IN COMMERCE 5-19-1990.

SER. NO. 74-341,429, FILED 12-21-1992.

JEFFREY SMITH, EXAMINING ATTORNEY



## United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

## Electronic Trademark Assignment System

## Confirmation Receipt

Your assignment has been received by the USPTO.  
The coversheet of the assignment is displayed below:

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT														
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL														
<b>CONVEYING PARTY DATA</b>															
<table border="1"><tr><th>Name</th><th>Formerly</th><th>Execution Date</th><th>Entity Type</th></tr><tr><td>Richard A Carieri</td><td></td><td>11/09/2009</td><td>INDIVIDUAL: UNITED STATES</td></tr></table>	Name	Formerly	Execution Date	Entity Type	Richard A Carieri		11/09/2009	INDIVIDUAL: UNITED STATES							
Name	Formerly	Execution Date	Entity Type												
Richard A Carieri		11/09/2009	INDIVIDUAL: UNITED STATES												
<b>RECEIVING PARTY DATA</b>															
<table border="1"><tr><td><b>Name:</b></td><td>Lifetech Resources, LLC</td></tr><tr><td><b>Street Address:</b></td><td>9540 Cozycroft Avenue</td></tr><tr><td><b>City:</b></td><td>Chatsworth</td></tr><tr><td><b>State/Country:</b></td><td>CALIFORNIA</td></tr><tr><td><b>Postal Code:</b></td><td>91311</td></tr><tr><td><b>Entity Type:</b></td><td>LIMITED LIABILITY COMPANY: CALIFORNIA</td></tr></table>	<b>Name:</b>	Lifetech Resources, LLC	<b>Street Address:</b>	9540 Cozycroft Avenue	<b>City:</b>	Chatsworth	<b>State/Country:</b>	CALIFORNIA	<b>Postal Code:</b>	91311	<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA			
<b>Name:</b>	Lifetech Resources, LLC														
<b>Street Address:</b>	9540 Cozycroft Avenue														
<b>City:</b>	Chatsworth														
<b>State/Country:</b>	CALIFORNIA														
<b>Postal Code:</b>	91311														
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA														
<b>PROPERTY NUMBERS Total: 1</b>															
<table border="1"><tr><th>Property Type</th><th>Number</th><th>Word Mark</th></tr><tr><td>Registration Number:</td><td>1783801</td><td>SKINTELLIGENCE</td></tr></table>	Property Type	Number	Word Mark	Registration Number:	1783801	SKINTELLIGENCE									
Property Type	Number	Word Mark													
Registration Number:	1783801	SKINTELLIGENCE													
<b>CORRESPONDENCE DATA</b>															
Fax Number: (612)332-9081															
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.															
Email: dmattessich@merchantgould.com															

<b>Correspondent Name:</b> Danielle I. Mattessich <b>Address Line 1:</b> 80 S. 8th Street, Suite 3200 <b>Address Line 2:</b> Merchant & Gould P.C. <b>Address Line 4:</b> Minneapolis, MINNESOTA 55402	
<b>ATTORNEY DOCKET NUMBER:</b>	16284.3USLB
<b>NAME OF SUBMITTER:</b>	Danielle I. Mattessich
<b>Signature:</b>	/daniellemattessich/
<b>Date:</b>	03/12/2010
<b>Total Attachments: 2</b> source=Skintelligence - Trademark Assignment#page1.tif source=Skintelligence - Trademark Assignment#page2.tif	
<b>RECEIPT INFORMATION</b>  <b>ETAS ID:</b> TM166969 <b>Receipt Date:</b> 03/12/2010 <b>Fee Amount:</b> \$40	

**[Return to home page](#)**

[| .HOME](#) | [INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [CONTACT US](#) | [PRIVACY STATEMENT](#)

**TRADEMARK ASSIGNMENT**

WHEREAS, Richard A. Carieri, a U.S. citizen (hereinafter "Assignor"), of 9540 Cozycroft Avenue in Chatsworth, California 91311 is the record owner of the "intellectual property" listed in Appendix A.

WHEREAS, Lifetech Resources LLC, a limited liability company organized under the laws of California (hereinafter "Assignee"), having a principal place of business at 9540 Cozycroft Avenue in Chatsworth, California 91311, is desirous of acquiring all right, title and interest in and to said intellectual property listed in Appendix A;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said assignee, its successors or assigns, the entire right, title and interest in and to said intellectual property, together with the goodwill and other incidents of its business associated with or symbolized by said trademark effective on the date of the execution of this Agreement.

Richard A. Carieri,

Date:

11/9/09

By:

Richard A. Carieri

Signature



**APPENDIX A**

<b><u>Mark</u></b>	<b><u>Reg. No.</u></b>	<b><u>Class &amp; Goods</u></b>	<b><u>Status</u></b>	<b><u>Country</u></b>
SKINTELLIGENCE	1783801	003 – Cosmetics; namely, skin cleanser preparations, skin freshener preparations, skin moisturizer, toning lotion, emollient cream, toning mask, shaving cleanser preparations, eye toning gel, face makeup body shampoo, hair shampoo, hair conditioner.	Registered on July 27, 1993  Next renewal due on July 27, 2013	U.S.A.

**Typed Drawing**

**Word Mark** SKINTELLIGENCE

**Goods and Services** IC 003. US 051 052. G & S: cosmetics; namely, skin cleanser preparations, skin freshener preparations, skin moisturizer, toning lotion, emollient cream, toning mask, shaving cleanser preparations, eye toning gel, face makeup body shampoo, hair shampoo, hair conditioner. FIRST USE: 19900519. FIRST USE IN COMMERCE: 19900519

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 74341429

**Filing Date** December 21, 1992

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** May 4, 1993

**Registration Number** 1783801

**Registration Date** July 27, 1993

**Owner** (REGISTRANT) CARIERI, RICHARD A. INDIVIDUAL UNITED STATES 9540 COZYCROFT AVENUE CHATSWORTH CALIFORNIA 91311

**Attorney of Record** RICHARD J. WARD, JR.

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20030730.

**Renewal** 1ST RENEWAL 20030730

**Live/Dead Indicator** LIVE



## United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

## Assignments on the Web &gt; Trademark Query

## Trademark Assignment Abstract of Title

## Total Assignments: 1

Serial #: 74341429

Filing Dt: 12/21/1992

Reg #: 1783801

Reg. Dt: 07/27/1993

Registrant: CARIERI, RICHARD A.

Mark: SKINTELLIGENCE

## Assignment: 1

Reel/Frame: 4166/0469

Received: 03/12/2010

Recorded: 03/12/2010

Pages: 4

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: CARIERI, RICHARD A

Exec Dt: 11/09/2009

Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: CALIFORNIA

Assignee: LIFETECH RESOURCES, LLC

9540 COZYCROFT AVENUE

CHATSWORTH, CALIFORNIA 91311

Correspondent: DANIELLE I. MATTESSICH

80 S. 8TH STREET, SUITE 3200

MERCHANT &amp; GOULD P.C.

MINNEAPOLIS, MN 55402

Search Results as of: 03/16/2010 02:51 PM  
If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350.  
Web interface last modified: October 18, 2008 v.2.0.2

[HOME](#) | [INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [CONTACT US](#) | [PRIVACY STATEMENT](#)



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
ASSISTANT COMMISSIONER FOR TRADEMARKS  
2900 Crystal Drive  
Arlington, VA 22202-3513

REGISTRATION NO. 1783801 SERIAL NO. 74/341429

PAPER NO.

MAILING DATE: Sep 14, 1999

MARK: SKINTELLIGENCE

REGISTRANT: CARIERI, RICHARD A.

CORRESPONDENCE ADDRESS:

TMPRU

GRANT T LANGTON  
CHRISTIE PARKER & HALE LLP  
PO BOX 7068  
PASADENA CA 91109-7068

Please furnish the following  
in all correspondence:

1. Your phone number and ZIP Code.
2. Mailing date of this action.
3. Affidavit-Renewal Examiner's name.
4. Mark all correspondence to the attention of "PRU" using the above address.
5. Registration No.

RECEIPT IS ACKNOWLEDGED OF THE SUBMITTED REQUEST UNDER:

SECTION 8 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.161-2.166.

SECTION 15 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.167-2.168.

YOUR REQUEST FULFILLS THE STATUTORY REQUIREMENTS AND HAS BEEN ACCEPTED.

\_\_\_\_\_  
CATHERINE R HILL  
AFFIDAVIT-RENEWAL EXAMINER  
TRADEMARK EXAMINING OPERATION  
(703) 308-9500 EXT. 136



03-08-1999

U.S. Patent &amp; TMO/TM Mail Rpt Dt. #22

TRADEMARK

Docket No. 34183/GTL/L328

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

COMBINED DECLARATION UNDER SECTIONS 8 AND 15  
OF THE TRADEMARK ACT OF 1946

Mark : SKINTELLIGENCE

Registration No. : 1,783,801

Registered : July 27, 1993

Class(es) : 3

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513 on:

Date of Deposit: March 3, 1999

Marta Parilleo

## ASSISTANT COMMISSIONER FOR TRADEMARKS:

I, the undersigned, an individual registrant, residing at 21642 Marilla Street, Chatsworth, California 91311 declare that I own the above-identified registration, as shown by records in the U.S. Patent and Trademark Office; that the mark shown therein has been in continuous use in interstate commerce for at least five consecutive years from the date of the registration to the present on or in connection with goods identified in the registration as follows: COSMETICS; NAMELY, SKIN CLEANSER PREPARATIONS, SKIN FRESHENER PREPARATIONS, SKIN MOISTURIZER, TONING LOTION, EMOLLIENT CREAM, TONING MASK, SHAVING CLEANSER PREPARATIONS, EYE TONING GEL, FACE MAKEUP BODY SHAMPOO, HAIR SHAMPOO, HAIR CONDITIONER; that said mark is still in use in interstate commerce as evidenced by the attached specimen showing the mark as currently used; that there has been no final decision adverse to registrant's claim of ownership of said mark for such goods, or to its right to register the same or maintain it on the register; and that there is no proceeding involving any of said rights pending and not disposed of either in the Patent and Trademark Office or in the courts.

## POWER OF ATTORNEY

Applicant hereby appoints the following members of the Bar and attorneys of the law firm Christie, Parker & Hale, LLP, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection with this Registration:

R. W. Johnston  
D. Bruce Prout  
Hayden A. Carney

Theodore A. Pianko  
Edward R. Schwartz  
John D. Carpenter

Daniel M. Cavanagh  
Gary J. Nelson  
Kathleen M. Olster

03/22/1999 JHARLEY 00000016 1783801

01 FC:374

200.00 OP

-1-

Docket No. 34183/GTL/L328

Richard J. Ward, Jr.  
Russell R. Palmer, Jr.  
LeRoy T. Rahn  
Richard D. Seibel  
Walter G. Maxwell  
William P. Christie  
David A. Dillard  
Thomas J. Daly  
Vincent G. Gioia

AT-CD

David A. Plumley  
Wesley W. Monroe  
Grant T. Langton  
Syed A. Hasan  
Constantine Marantidis  
John W. Eldredge  
Marilyn R. Khorsandi  
Craig A. Gelfound  
Gregory S. Lampert

Josephine Lim  
Monte M. F. Cooper  
Joel A. Kauth  
Albert J. Harnois  
Patrick Y. Ikehara  
Mark Garscia  
Peter J. Reitan  
Raymond R. Tabandeh  
Phuong-Quan Hoang

The authority under this Power of Attorney of each person named above shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to that law firm.

CD Please address all correspondence to CHRISTIE, PARKER & HALE, LLP, Post Office Box 7068, Pasadena, CA 91109-7068.

#### DECLARATION

I, the undersigned, declare further that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the aforesaid registration.

Date Feb. 25, 1999

By Richard A. Carieri  
Richard A. Carieri

GTL/mac  
MAC PAS173626.1\*-2/23/99 3:52 pm

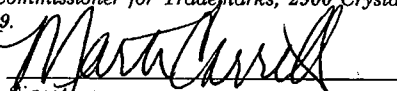
03-08-1999

U.S. Patent & TMO/TM Mail Rpt Dt. #22

TRADEMARK  
Docket No. 34183/GTL/L328

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
DECLARATION OF CONTINUED USE TRANSMITTAL

*I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513 on March 3, 1999.*

  
Signature

Box POST REG FEE  
Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

March 3, 1999

Commissioner:

Enclosed for filing are:

1. A Sections 8 and 15 Combined Declaration of Continued Use (including power of attorney) for the following registration:

Mark : SKINTELLIGENCE  
Registration No. : 1,783,801  
Registered : July 27, 1993  
Class(es) : 3  
Registrant : Richard A. Carieri

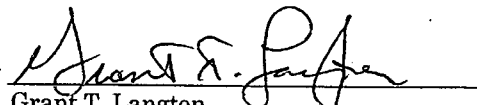
2. One specimen of the mark as used for each class.
3. Our check for the statutory fee of \$200.

Any deficiency in or overpayment of fees for this transaction should be charged or credited to Deposit Account No. 03-1728. Please show our docket number with any Deposit Account transaction. A copy of this letter is enclosed.

Please address all correspondence to CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068, Pasadena, CA 91109-7068.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By   
Grant T. Langton  
626/795-9900

GTL/mac  
MAC PAS174738.1\*-3/3/99 9:00 am

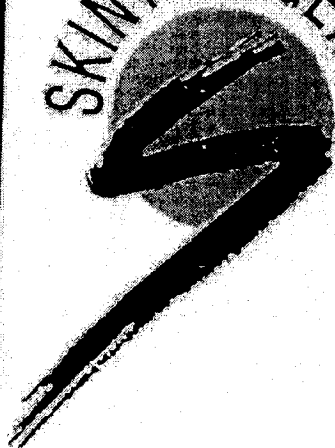
CHRISTIE, PARKER & HALE, LLP  
*Lawyers*

POST OFFICE BOX 7068  
PASADENA, CALIFORNIA 91109-7068

Docket No. : 34183/GTL/L328  
Mark : SKINTELLIGENCE  
Reg. No. : 1,783,801  
Class(es) : 3  
Applicant : Richard A. Carieri  
Specimens : 1



SKINTELLIGENCE®



FACIAL FIRMING  
MASQUE

MASQUE RAFFERMISANT

4 FL. OZ. (120ml)



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office

ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

APR. 2, 1993

NOTICE OF PUBLICATION UNDER 12(a)

1. Serial No.:  
74/341,429

2. Mark:  
SKINTELLIGENCE

3. Applicant:  
CARIERI, RICHARD A.

4. Publication Date:  
MAY. 4, 1993

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

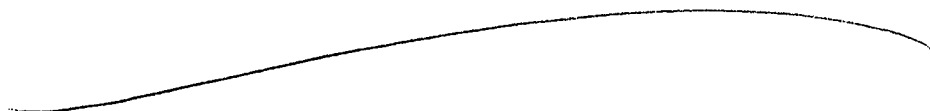
Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained at \$16.00 each for domestic orders, or at \$20.00 each for foreign orders from:

The Superintendent of Documents  
U.S. Government Printing Office  
Washington, D.C. 20402

By direction of the Commissioner.

Anthony O. Cormier  
23161 Ventura Boulevard, Suite 102  
Woodland Hills, CA 91364

TMP&I





UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office

PAPER NO.

ADDRESS

COMMISSIONER OF PATENTS  
AND TRADEMARKS  
Washington, D.C. 20231

The address of all correspondence  
not containing fee payments  
should include the words "Box 5."

Please furnish the following  
in all correspondence:  
1. Your telephone number and  
ZIP code.  
2. Mailing date of this action.  
3. Examining Attorney's name  
and Law Office number.

TRADEMARK INTERVIEW AND AMENDMENT RECORD

EXAMINING ATTORNEY

Jeffrey A. Smith

PERSON CALLED/INTERVIEWED

Anthony O. Cormier

☐ APPLICANT  
☒ ATTORNEY

☐ PERSONAL INTERVIEW

☒ TELEPHONE CALL

INTERVIEW DATE

3/9/93

AREA CODE

818

TELEPHONE NUMBER

224-4929

CALL RECORD

Page 2 of 2

1. ☐ **PRIORITY ACTION:** To comply with stated application requirements, Applicant or Applicant's attorney has two months from the above mailing date for this case to be given priority as an amended case. If Applicant or Applicant's attorney does not respond within two months, a proper response must still be made within SIX MONTHS from the mailing date in order to avoid ABANDONMENT.
2. ☒ **EXAMINER'S AMENDMENT:** In accordance with the authorization granted by the above Applicant or attorney, the application has been amended as indicated below. No response is necessary unless there is an objection to the amendment.
3. ☒ The Examining Attorney has searched the Office records and has found no similar registered or pending marks which would bar registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052 (d) (1986).

4) The wording "shaving cleanser" is amended to read "shaving cleanser preparations"

5) The wording "hair condition" is amended to read "hair conditioner"

EXAMINING ATTORNEY SIGNATURE

NAME

FORM PTO-1398 (REV. 9-89)

LAW OFFICE

U.S. DEPARTMENT OF COMMERCE-Patent and Trademark Office

(703)

PHONE

308-9112  
Ext 233



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office

<b>SERIAL NO.</b> 74/341429 CARIERI, RICHARD A.		<b>APPLICANT</b>	<b>PAPER NO.</b> 1A
<b>MARK</b> SKINTELLIGENCE		<b>ADDRESS</b> COMMISSIONER OF PATENTS AND TRADEMARKS Washington, D.C. 20231	<small>The address of all correspondence not containing fee payments should include the words "Box 5."</small>  <small>Please furnish the following in all correspondence:</small> 1. Your telephone number and ZIP code. 2. Mailing date of this action. 3. Examining Attorney's name and Law Office number.
<b>ADDRESS</b> Anthony O. Cormier 23161 Ventura Boulevard, Suite 102 Woodland Hills, CA 91364		<b>ACTION NO.</b> 01	
		<b>MAILING DATE</b> 03/10/93	
		<b>REF. NO.</b>	
FORM PTO-1525 (5-90)		U.S. DEPT. OF COMM. PAT. & TM OFFICE	

TRADEMARK INTERVIEW AND AMENDMENT RECORD

<b>EXAMINING ATTORNEY</b> Jeffrey A. Smith	<b>PERSON CALLED/INTERVIEWED</b> Anthony O. Cormier	<input type="checkbox"/> APPLICANT <input checked="" type="checkbox"/> ATTORNEY
<input type="checkbox"/> PERSONAL INTERVIEW <input checked="" type="checkbox"/> TELEPHONE CALL	<b>INTERVIEW DATE</b> 3/9/93	<b>AREA CODE</b> 818
<b>CALL RECORD</b> Page 1 of 2		<b>TELEPHONE NUMBER</b> 224-4929

1. ☐ **PRIORITY ACTION:** To comply with stated application requirements, Applicant or Applicant's attorney has two months from the above mailing date for this case to be given priority as an amended case. If Applicant or Applicant's attorney does not respond within two months, a proper response must still be made within SIX MONTHS from the mailing date in order to avoid ABANDONMENT.
2. ☒ **EXAMINER'S AMENDMENT:** In accordance with the authorization granted by the above Applicant or attorney, the application has been amended as indicated below. No response is necessary unless there is an objection to the amendment.
3. ☒ The Examining Attorney has searched the Office records and has found no similar registered or pending marks which would bar registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052 (d) (1986).

p10 The applicant is a citizen of the United States

② The wording "skin cleanser" is amended to "skin cleanser preparations"

③ The wording "skin freshener" is amended to "skin freshener preparations"

Jeffrey Smith  
**EXAMINING ATTORNEY'S SIGNATURE**

Jeffrey Smith  
**NAME**

12  
**LAW OFFICE**

(703) 308-9112  
**PHONE**

Ext 233

\*\*\*\*\* USER ID IS ex190497 \*\*\*\*\*

	# OF MARKS	# DISPLAYED	SEARCH
SS1:	5	5	PHRASCH /OW CARIERI RICHARD
SS2:	1596	1	PHRASCH :SKIN:
SS3:	1884	1	PHONSCH SKIN^SKINS
SS4:	1022	2	PHRASCH :TEL:G:
SS5:	423	2	PHONSCH INTELLIGENCE^INTELLIGENT
SS6:	6	6	PHRASCH (2^3)&(4^5)
SS7:	44	44	PHRASCH (:SKIN:T:^:SKYN:T:)&003/CC

HELLO FROM SDC/ORBIT IV. (03/08/93 9:44 A.M. EASTERN TIME)  
YOU ARE NOW CONNECTED TO THE ACTIVE TRADEMARK DATABASE.  
TIMEPROMPTING IS NOW IN EFFECT.  
SEARCH AUDITING IS NO LONGER IN EFFECT.

013126

FUSAL NO.

MARK:

*Skin Intelligence*



10-92 NOTICE OF INCOMPLETE TRADEMARK APPLICATION

Applicant's Name

Address

*Anthony D. Cormier*  
*23161 Ventura Blvd., Ste 102*  
*Woodland Hills, Ca. 91364*

Materials received on 11-12-92, which were submitted as an application for trademark or service mark registration, are incomplete and cannot be given a filing date. Trademark Rule 2.21. Therefore, all papers are being returned. The fee is refunded with this notice unless the applicant paid in cash or submitted fees for several applications together or unless the papers were granted a filing date in error and the applicant paid by check. If a charge to a deposit account was authorized, the account will be credited appropriately.

\*\*\*FOR COMPLETE EXPLANATION, SEE BELOW AND REVERSE\*\*\*

1. ☐ APPLICANT NAME/ADDRESS - The applicant has not provided a name and/or correspondence address. Rule 2.21(a)(1). Rule 2.21 is printed on reverse.
2. ☐ DRAWINGS - The drawing requirements have not been met. Rule 2.21(a)(3). Rule 2.52, which concerns drawing requirements, is attached.
  - ☐ No drawing was submitted. The Office does not prepare drawing.
  - ☐ The drawing heading is incomplete. A complete heading contains: applicant's name, applicant's mailing address, the date of first use of the mark anywhere and in commerce (if the application is based on use in commerce), and the goods or services recited in the application (or a typical item if a number are recited). If the application based on Section 44(d), the priority filing date of the relevant foreign application must be included on the drawing.
  - ☐ Mark must be in black and white only.
  - ☐ No mark on drawing
  - ☐ The mark in special form drawing may not exceed 4 inches by 4 inches
3. ☐ GOODS/SERVICES - The goods or services in connection with which the mark is used, or is intended to be used, have not been identified. Rule 2.21(a)(4).
4. ☐ SPECIMEN - The requirements for at least one specimen has not been met. (For applications based on use in commerce under Section 1(a), Rule 2.21(a)(5)(i).
5. ☐ BASIS FOR FILING - The applicant has failed to establish a basis for filing. Rule 2.21(a)(5) lists four bases upon which a trademark or service mark application may be filed, at least one of which must be met.
  - ☐ Under Section 1 (a) of the Trademark Act, the applicant must supply the date of first use of the mark in commerce.
  - ☐ Under Section 44(e) of the Trademark act, the applicant must supply a claim of bona fide intent to use the mark in commerce and a certification or certified copy of the foreign registration on which the application is based.
  - ☐ Under Section 44(d) of the Trademark Act, the applicant must supply a claim of bona fide intent to use the mark in commerce and a claim of the benefit of prior foreign application. The claim should include the date of filing and foreign country where it was filed. Under Section 44 (d), applicant must file its application to register in the United States within six months of the date it filed its application to register in the foreign country.
  - ☐ Under Section 1(b) of the Act, applicant must supply a claim of a bona fide intent to use the mark in commerce.
6. ☐ IMPROPER BASIS - An applicant may not base an application on both section 1(a) [use in commerce] and Section 1(b) [intent to use]. Rule 2.33(d).
7. ☒ FEES - The applicant did not submit the proper filing fee. A filing fee of \$ 210 per class is required. Rules 2.6(a) and 2.21(a)(7).
  - ☐ No fee was submitted.
  - ☒ An insufficient fee was submitted.
  - ☐ An unsigned check was submitted.
8. ☐ SIGNATURE - The application is unsigned. Rule 2.21(a)(6).

**Rule 2.21 - Requirements for receiving a filing date.**

- (a) Materials submitted as an application for registration a filing date as an application until all of the following elements are received:
- (1) Name of the applicant;
  - (2) A name and address to which communications can be directed;
  - (3) A drawing of the mark sought to be registered substantially meeting all the requirements of section 2.52;
  - (4) An identification of goods or services;
  - (5) A basis for filing;
    - (i) A date of first use of the mark in commerce, and at least one specimen or facsimile of the mark as used, in application under section 1(a) of the Act, or
    - (ii) A claim of a bona fide intention to use the mark in commerce and a certification or certified copy of the foreign registration on which the application is based in an application under section 44(e) of the Act, or
    - (iii) A claim of a bona fide intention to use the mark in commerce and claim of the benefit of a prior foreign application filed in accordance with section 44(d) of the Act, or
    - (iv) A claim of a bona fide intention to use the mark in commerce in an application under section 1 (b) of the Act;
  - (6) A Verification or declaration in accordance with section 2.33(b) signed by the applicant;
  - (7) The required filing fee for at least one class of goods or services. Compliance with one or more the rules relating to the elements specified above may be required before the application is further processed. (b) The filing date of the application is the date on which all of the elements set forth in paragraph (a) of this section are received in the Patent and Trademark Office.
- (c) If the papers and fee submitted as an application do not satisfy all of the requirements specified in paragraph (a) of this section, the papers will not be considered to constitute an application and will not be given a filing date. The Patent and Trademark Office will return the papers and any fee submitted therewith to the person who submitted the papers. The Office will notify the person to whom the papers are returned of the defect or defects which prevented their being considered to be an application.

**Rule 2.56 - Specimens.**

An application under section 1(a) of the Act, an amendment to allege use under section 2.76, and a statement of use under section 2.88 must each include three specimens of the trademark as used on or in connection with the goods in commerce. The specimens shall be duplicates of the labels, tags, or containers bearing the trademark, or the displays associated with the goods and bearing the trademark, or the displays associated with the goods and bearing the trademark (or if the nature of the goods makes use of such specimens impracticable then on documents associated with the goods or their sale), when made of suitable flat material and of a size not to exceed 8 1/2 inches (21.6 cm.) wide and 11 inches (27.9 cm.) long.

**Rule 2.57 - Facsimiles.**

- (a) When, due to the mode of applying of affixing the trademark to the goods, or to the manner of using the mark on the goods, or the nature of the mark, specimens as above stated cannot be furnished, three copies of suitable photograph or other acceptable reproduction, not to exceed 8 1/2 inches (21.6 cm.) wide and 11 inches (27.9 cm.) long, and clearly and legibly showing the mark and all matter used in connection therewith, shall be furnished.
- (b) A purported facsimile which is merely a reproduction of the drawing submitted to comply with section 2.51 will not be considered to be a facsimile depicting the mark as used on or in connection with the goods or in connection with services.

**Rule 2.58 - Specimens or facsimiles in the case of a service mark.**

- (a) In the case of service marks, specimens or facsimiles as specified in sections 2.56 and 2.57, of the mark as used in the sale or advertising of the services shall be furnished unless impossible because of the nature of the mark or the manner in which it is used, in which event some other representation acceptable to the Commissioner must be submitted.
- (b) In the case of service marks not used in printed or written form, three audio cassette tape recordings will be accepted.



152P-361

70 06 361 TAA TM

74/341429



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
APPLICATION FOR TRADEMARK REGISTRATION

TRADEMARK/SERVICE-MARK  
APPLICATION, PRINCIPAL  
REGISTER, WITH DECLARATION

Mark: SKINTELLIGENCE  
AND DESIGN  
International Code:



TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

APPLICANT NAME:

RICHARD A. CARIERI A U.S. citizen

APPLICANT BUSINESS ADDRESS:

21822 Lassen Street, Suite "L"  
Chatsworth, California 91311

GOODS AND/OR SERVICES :

COSMETICS, namely skin cleanser,  
skin freshener, skin moisturizer,  
toning lotion, emollient cream,  
toning mask, shaving cleanser, eye  
toning gen, face make up, body  
shampoo, hair shampoo, hair  
conditioner.

01  
AA

The applicant is RICHARD A. CARIERI whose address is 21822  
Lassen Street, Suite "L" Chatsworth California 91311

The above-identified applicant has adopted and is using the  
trademark shown in the accompanying drawing for the following  
goods: COSMETICS, namely skin cleanser, skin freshener, skin  
moisturizer, toning lotion, emollient cream, toning mask, shaving  
cleanser, eye toning gel, face makeup body shampoo, hair shampoo,  
hair conditioner and requests said mark be registered in the United  
States Patent and Trademark Office on the Principal Register  
established by the Act of July 1946.

The trademark was first used on the goods on May 19, 1990,

was first used on the goods in interstate commerce on May 19, 1990  
and that mark is still in use.

The mark is used by applying it to containers for the goods  
and three specimens showing the mark as actually used are presented  
herewith.

DECLARATION

The undersigned being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the above identified mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake or to deceive; and that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

9-14-92  
DATE

  
RICHARD A. CARIERI

APPOINTMENT OF REPRESENTATIVE

*AT*  
Applicant, [RICHARD A. CARIERI] hereby appoints ANTHONY O. CORMIER, a member of the California State Bar, his attorney to prosecute this application to register, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certificate of Registration. Address all correspondence relative thereto to the law firm of [ANTHONY O. CORMIER,] [23161 VENTURA BOULEVARD, SUITE 102, WOODLAND HILLS, CALIFORNIA 91364] Telephone: (818) ~~348-5929~~.  
*CA AT* 224-4929

*Richard A. Carieri*  
RICHARD A. CARIERI



DATE CANCELLED

74/341429

INT. CL
3
PRIOR US CL
51,52

APPLICANT : RICHARD A. CARIERI  
ADDRESS : 21822 Lassen Street, Suite "L"  
Chatsworth, California 91311  
DATE OF FIRST USE : December 5, 1990  
GOODS OR SERVICES : COSMETICS, namely skin cleanser, skin  
freshener, skin moisturizer, toning  
lotion, emollient cream, toning mask,  
shaving cleanser, eye toning gel, face  
make up, body shampoo, hair shampoo, hair  
conditioner

SKINTELLIGENCE

ANTHONY O. CORMIER  
Attorney at Law  
23161 Ventura Boulevard  
Suite 102  
Woodland Hills, California 91364

C:\SHELL\MISCDOCS\L1FE92TA.03#  
09.11.92...09:20

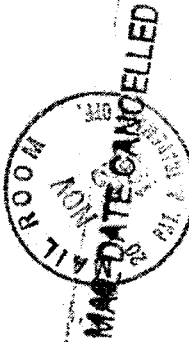
1783801

PUBLISHED

MAY 04 1993



74/341429



74/341429



74/341429



03-08-1999

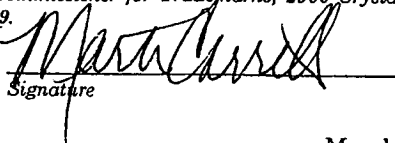
U.S. Patent & TMO/TM Mail Rpt Dt. #22

TRADEMARK

Docket No. 34183/GTL/L328

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
DECLARATION OF CONTINUED USE TRANSMITTAL

*I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513 on March 3, 1999.*

  
Signature

March 3, 1999

Box POST REG FEE  
Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Commissioner:

Enclosed for filing are:

1. A Sections 8 and 15 Combined Declaration of Continued Use (including power of attorney) for the following registration:

Mark : SKINTELLIGENCE  
Registration No. : 1,783,801  
Registered : July 27, 1993  
Class(es) : 3  
Registrant : Richard A. Carieri

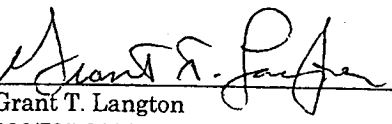
2. One specimen of the mark as used for each class.
3. Our check for the statutory fee of \$200.

Any deficiency in or overpayment of fees for this transaction should be charged or credited to Deposit Account No. 03-1728. Please show our docket number with any Deposit Account transaction. A copy of this letter is enclosed.

Please address all correspondence to CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068, Pasadena, CA 91109-7068.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By   
Grant T. Langton  
626/795-9900

GTL/mac

MAC PAS174738.1\*-3/3/99 9:00 am



# AMENDMENT WORK SHEET

Name: **Karon E. Seldon**

Ofc: **12**

Date: **3/11/93**

Serial No.:

INSTRUCTIONS: To certify amendments the R&A Clerk should check the "AMENDED" column. The Text Editor should check "ENTERED" after the amendment has been entered.

RETAIN IN FILE.

SCREEN	AMENDED	ENTERED	AMENDED TO:
MK			AM Mark: Word <input type="checkbox"/> Drawing Code <input type="checkbox"/> New Drawing: Yes <input type="checkbox"/> No <input type="checkbox"/>
			AM Mark Type:
			AM Register:
			AM Amended To-Register: Date Reg. Amended:
PY			AM Assignment or Name Change:
			PY Applicant: <input type="checkbox"/> Name
			PY <input type="checkbox"/> Address
			PY <input type="checkbox"/> Entity Type
			PY <input type="checkbox"/> Citizenship/State of Inc.
			AM Composed of Statement:
CD			AM Entity Statement:
			AM Doing Business As (DBA) or (AKA) or (TA) Statement:
			AM Attorney Name:
			AM Correspondence: Name <input type="checkbox"/> Address <input type="checkbox"/>
CL			AM Docket No.: <input type="checkbox"/>
			AM Domestic Representative:
			AM Certification Statement:
			AM Date of First Use:
			AM Date of First Use in Commerce:
			AM Goods and Services:
AC			AM International Class:
			AM U.S. Class:
			AM Use in Another Form:
			AM Concurrent Use Statement:
MM			AM Description of Mark Statement:
			AM Disclaimer:
			AM Lining and Stippling Statement:
			AM Name/Portrait Description Statement:
TR			AM Translation of Words in Mark Statement:
TF			AM Section 2(f): <input type="checkbox"/> Entire Mark <input type="checkbox"/> In Part <input type="checkbox"/> Limitation Statement
PR			AM Prior U.S. Registrations: Registration Nos.:
FN			AM Foreign Entry Number:
			AM Country of Origin:
			AM Foreign Application Number: Filing Date:
			AM Foreign Registration Number: Registration Date:
			AM Foreign Reg. Exp. Date: Renewal Date:
			AM Renewed: Foreign Reg. No.: Renewal Date:
		AM Renewed: Foreign Reg. Exp. Date:	
		AM Priority Claimed: Section 44(d):	

Other:

I certify that all corrections have been entered in accordance with the above instructions and text editing guidelines.

Text Editor

Date

Initial Box if No Amendments are required.

☐

All previous versions obsolete. 11/12/92

# PUBLICATION/REGISTRATION REVIEW WORK SHEET

Reviewer: **Karon E. Seldon** Ofc: **12** Date: **3-19-93** Serial No. **123456789**

I certify all information in the database matched the information in the file and no corrections were required.

INSTRUCTIONS: If the information in the database does not match the information in the file the reviewer should check the ERROR column. After correction (text editing), the EDITED column should be checked.

RETAIN IN FILE WRAP.

SCREEN	ERROR	EDITED	ERROR FOUND DURING REVIEW REQUIRING AMENDMENT OF:
MK			AM Mark: Words: <input type="checkbox"/> Drawing Code: <input type="checkbox"/>
			AM Mark Type:
			AM Register:
			AM Amended Register: <input type="checkbox"/> Date Register Amended: <input type="checkbox"/>
CL			CL Prime Classification:
			CL Class Status Active <input type="checkbox"/> Inactive <input type="checkbox"/> Class Status Date:
			CL International Class: Add <input type="checkbox"/> Delete <input type="checkbox"/> Reclassify <input type="checkbox"/>
			CL U.S. Class: Add <input type="checkbox"/> Delete <input type="checkbox"/> Reclassify <input type="checkbox"/>
			CL Date of First Use:
			CL Date of First Use in Commerce:
			CL Use in Another Form: Prime Class <input type="checkbox"/>
			CL Goods and Services:
CD			CD Certification Statement:
			CD Attorney Name:
			CD Correspondence: <input type="checkbox"/> Name <input type="checkbox"/> Inter St. Address <input type="checkbox"/> City/St/Cntry <input type="checkbox"/> Zip
AC			AC Docket Number: <input type="checkbox"/>
			AC Domestic Representative:
MM			MM Concurrent Use Statement:
			MM Description of Mark Statement:
			MM Disclaimer:
TR			TR Linking and Stippling Statement:
			TR Name/Portrait Description Consent Statement:
TF			TF Translation of Words in Mark Statement:
			TF Section 2(f): <input type="checkbox"/> Entire Mark <input type="checkbox"/> In Part <input type="checkbox"/> Limitation Statement
FN			FN Foreign Entry Number:
			FN Country of Origin:
			FN Foreign Application No.: Filing Date:
			FN Foreign Registration No.: Registration Date:
			FN Foreign Reg. Exp. Date:
			FN Renewed: Foreign Reg. No.: Renewal Date:
			FN Renewed: Foreign Reg. Exp. Date:
PR			PR Priority Claimed: Section 44(d):
			PR Prior U.S. Registrations: Registration Nos.:
PY			PY Assignment or Name Change:
			PY Applicant: <input type="checkbox"/> Name
			PY <input type="checkbox"/> Entity Type
			PY <input type="checkbox"/> Citizenship/State of Inc.
			PY Entity Statement:
			PY Composed of Statement:
			PY Doing Business As (DBA) or (AKA) or (TA) Statement:
		PY Address: <input type="checkbox"/> Inter <input type="checkbox"/> City <input type="checkbox"/> State/Co. <input type="checkbox"/> Zip	

Other:

I certify that all corrections have been entered in accordance with the above instructions and text editing guidelines.

74/341429

TRADEMARK APPLICATION SERIAL NO. \_\_\_\_\_

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
FEE RECORD SHEET

080-KJ 01/07/93 74341429

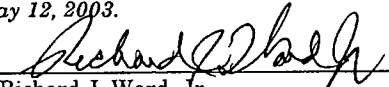
0 361 210.00 CK

PTO-1555  
(5/87)

TRADEMARK  
Docket No. 34183/RJW/L278

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
COMBINED RENEWAL APPLICATION  
AND DECLARATION OF USE TRANSMITTAL

*I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3514 on May 12, 2003.*

  
Richard J. Ward, Jr.

Box POST REG FEE  
Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3514

May 12, 2003

Commissioner:

Enclosed for filing are:

1. A combined renewal application and declaration of use for the following registration:

Mark : SKINTELLIGENCE  
Reg. No. : 1,783,801  
Registered : July 27, 1993  
Class(es) : 3  
Registrant : Richard A. Carieri

2. One specimen of the mark as used.
3. A check for \$500.00 for the filing fee.

Any deficiency in or overpayment of fees for this transaction should be charged or credited to Deposit Account No. 03-1728. Please show our docket number with any Deposit Account transaction. A copy of this letter is enclosed.

Registration No. 1,783,801

Please address all correspondence to CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068,  
Pasadena, California 91109-7068.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By Richard J. Ward, Jr.  
Richard J. Ward, Jr.  
626/795-9900

RJW/clb  
CLB PAS504170.1-\* -5/12/03 2:31 PM

# POST REGISTRATION REVIEW WORKSHEET

Name: _____		Date: _____	Reg. No: <u>1783801</u>
I certify all information in the database matched the information in the file and no corrections were required.			
INSTRUCTIONS: If the information in the database does not match the information in the file, the reviewer should check the ERROR column. After correction (text editing), the EDITED column should be checked. RETAIN IN FILE			
Screen	Error	Edit	Error found during review requiring amendment of:
MK			AM Mark: Word _____ Drawing Code _____ New Drawing: Yes _____ No _____
			AM Mark Type: _____
			AM Register: _____
			AM Amended Register: _____ Date Register Amended: _____
CL			CL Prime Classification: _____
			CL Class Status Active _____ Inactive _____ Class Status Date: _____
			CL International Class: Add _____ Delete _____ Reclassify _____
			CL U.S. Class: Add _____ Delete _____ Reclassify _____
			GS Goods and Services: _____
			DL Deleted Goods ( ) Less Goods ( )
CD	✓	✓	AT Attorney Name: _____
			CD Correspondence: Name ✓ St. Address ✓ City/ST/Cntry ✓ Zip ✓
AC			DR Domestic Representative: _____
			AO Amended/Registration Statement: _____
PY			BO Certification of Correction Statement: _____
			PY30 Registrant: _____ Name _____
			PY _____ Entity Type _____
			PY _____ Citizenship/State of Inc. _____
			PY Address _____ Inter _____ City _____ State/Co _____ Zip _____
			EN Entity Statement: _____
			CO Composed of Statement: _____
			DB Doing Business As (DBA) or (AKA) or (TA) Statement _____
			NC30 _____
			PY Registrant _____ Name _____
			PY _____ Entity Type _____
			PY _____ Citizenship/State of Inc. _____
			PY Address _____ Inter _____ City _____ State/Co _____ Zip _____
			EN _____
			CO _____
			DB _____
			NC _____
			99 _____
OTHER: _____			
REMARK: _____			
I certify that all corrections have been entered in accordance with the above instructions and text editing guidelines.			
TEXT EDITOR			DATE

# CODING SHEET FOR PSEUDO MARKS AND DESIGN SEARCH CODES

SERIAL NUMBER 74-341429

PSEUDO MARK (PM) SKIN INTELLIGENCE

DESIGN SEARCH CODE(S) (WIPO) MDC- 1


Verify word mark \_\_\_\_\_

Verify mark drawing code \_\_\_\_\_

LAW OFFICE: GA

ITU: Y or N

SERIAL NO.: 14/341429

## TRADEMARK APPLICATION FILE DATA WORKSHEET

## CLASS DATA

M.C

1. INTERNATIONAL CLASS	003				
2. COLLECTIVE TM or SM	T S	T S	T S	T S	T S
3. FEE PAID	Y N	Y N	Y N	Y N	Y N
4. PRIOR US CLASS(ES)	051, 052				
5. 1ST USE DATE	05 19 1990				
6. 1ST USE IN COMM DATE	05 19 1990				
7. IN ANOTHER FORM CODE	1 2	1 2	1 2	1 2	1 2
8. IN ANOTHER FORM STATEMENT	AF CODE IN MARGIN TEXT IN [ ]				
9. GOODS/SERVICES	GS INTERNATIONAL CLASS IN MARGIN, TEXT [ ]				
10. CERTIFICATION STATEMENT	CS IN MARGIN, TEXT IN [ ]				

## FOREIGN DATA

1. PRIORITY CLAIMED	Y N	Y N	Y N	Y N	Y N
2. COUNTRY CODE					
3. FOREIGN APPLICATION					
4. FOREIGN FILING DATE					
5. FOREIGN REG #					
6. FOREIGN REG DATE					
7. FOREIGN EXPIRATION DATE					
8. RENEWAL # DATE					
9. RENEWAL REG DATE #					
10. RENEWAL EXPIRATION DATE					

## NOTES TO DATA ENTRY PERSONNEL




TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registration No. : 1,783,801  
Issued : July 27, 1993  
Mark : SKINTELLIGENCE  
Registrant : Richard A. Carieri  
Docket No. : 34183/RJW/L278

REQUEST FOR PERMISSION TO WITHDRAW AS ATTORNEYS OF RECORD

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Post Office Box 7068  
Pasadena, CA 91109-7068  
March 3, 2005

Commissioner:

The undersigned, for himself and for all other persons appointed by applicant in the Declaration and Power of Attorney in the application for registration of the mark executed on February 25, 1999, hereby applies to withdraw as attorneys of record for the above-identified registration. The undersigned has authority and power to act for said other persons appointed by applicant.

This application to withdraw is based on non payment of billing statements for services rendered with respect to a portfolio of trademarks. Repeated requests for payment have been ignored.

Registrant has been advised in writing of this withdrawal and the withdrawal is two months or more before the end of any future response period.

The undersigned has delivered to registrant all papers and property in the undersigned's file relating to the prosecution or maintenance of all applications and registrations.

Registrant has been notified of all responses that may be due and the deadline for such response.

A copy of this Notice of Withdrawal as Attorneys of Record is being mailed to the registrant. Please address all future correspondence to the registrant, 9540 Cozycroft Avenue, Chatsworth, California 91311-5101 USA.

This request to withdraw is being submitted in triplicate (**original plus two copies**).

Respectfully submitted,  
CHRISTIE, PARKER & HALE, LLP

By Richard J. Ward, Jr.  
Richard J. Ward, Jr.  
626/795-9900

I hereby certify that this correspondence is being deposited with the  
U.S. Postal Service as first class mail in an envelope addressed to:  
Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA  
22313-1451  
3/3/05  
(Date of Deposit)



03-07-2005

U.S. Patent & TMO/TM Mail Rpt Dt. #72

Registration No. 1,783,801

By Walter G. Maxwell  
Walter G. Maxwell  
626/795-9900

By Russell R. Palmer, Jr.  
Russell R. Palmer, Jr.  
626/795-9900

RJW/clb

Enclosures: Application to Withdraw (two copies)  
Reciprocal Authorization Re Withdrawal

cc: Lifetech Resources LLC

CLB PAS602238.1-\*01/10/05 2:56 PM

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registration No. : 1,783,801  
Issued : July 27, 1993  
Mark : SKINTELLIGENCE  
Registrant : Richard A. Carieri

Docket No. : 34183/RJW/L278

REQUEST FOR PERMISSION TO WITHDRAW AS ATTORNEYS OF RECORD

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Post Office Box 7068  
Pasadena, CA 91109-7068  
March 3, 2005

Commissioner:

The undersigned, for himself and for all other persons appointed by applicant in the Declaration and Power of Attorney in the application for registration of the mark executed on February 25, 1999, hereby applies to withdraw as attorneys of record for the above-identified registration. The undersigned has authority and power to act for said other persons appointed by applicant.

This application to withdraw is based on non payment of billing statements for services rendered with respect to a portfolio of trademarks. Repeated requests for payment have been ignored.

Registrant has been advised in writing of this withdrawal and the withdrawal is two months or more before the end of any future response period.

The undersigned has delivered to registrant all papers and property in the undersigned's file relating to the prosecution or maintenance of all applications and registrations.

Registrant has been notified of all responses that may be due and the deadline for such response.

A copy of this Notice of Withdrawal as Attorneys of Record is being mailed to the registrant. Please address all future correspondence to the registrant, 9540 Cozycroft Avenue, Chatsworth, California 91311-5101 USA.

This request to withdraw is being submitted in triplicate (original plus two copies).

Respectfully submitted,  
CHRISTIE, PARKER & HALE, LLP

By Richard J. Ward, Jr.  
Richard J. Ward, Jr.  
626/795-9900

I hereby certify that this correspondence is being deposited with the  
U.S. Postal Service as first class mail in an envelope addressed to:  
Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA  
22313-1451  
3/3/05  
(Date of Deposit)

Registration No. 1,783,801

By Walter G. Maxwell  
Walter G. Maxwell  
626/795-9900

By Russell R. Palmer, Jr.  
Russell R. Palmer, Jr.  
626/795-9900

RJW/clb

Enclosures: Application to Withdraw (two copies)  
Reciprocal Authorization Re Withdrawal

cc: Lifetech Resources LLC

CLB PAS602238.1-4-01/10/05 2:56 PM

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registration No. : 1,783,801  
Issued : July 27, 1993  
Mark : SKINTELLIGENCE  
Registrant : Richard A. Carieri

Docket No. : 34183/RJW/L278

REQUEST FOR PERMISSION TO WITHDRAW AS ATTORNEYS OF RECORD

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Post Office Box 7068  
Pasadena, CA 91109-7068  
March 3, 2005

Commissioner:

The undersigned, for himself and for all other persons appointed by applicant in the Declaration and Power of Attorney in the application for registration of the mark executed on February 25, 1999, hereby applies to withdraw as attorneys of record for the above-identified registration. The undersigned has authority and power to act for said other persons appointed by applicant.

This application to withdraw is based on non payment of billing statements for services rendered with respect to a portfolio of trademarks. Repeated requests for payment have been ignored.

Registrant has been advised in writing of this withdrawal and the withdrawal is two months or more before the end of any future response period.

The undersigned has delivered to registrant all papers and property in the undersigned's file relating to the prosecution or maintenance of all applications and registrations.

Registrant has been notified of all responses that may be due and the deadline for such response.

A copy of this Notice of Withdrawal as Attorneys of Record is being mailed to the registrant. Please address all future correspondence to the registrant, 9540 Cozycroft Avenue, Chatsworth, California 91311-5101 USA.

This request to withdraw is being submitted in triplicate (original plus two copies).

Respectfully submitted,  
CHRISTIE, PARKER & HALE, LLP

By Richard J. Ward, Jr.  
Richard J. Ward, Jr.  
626/795-9900

I hereby certify that this correspondence is being deposited with the  
U.S. Postal Service as first class mail in an envelope addressed to:  
Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA  
22313-1451  
3/3/05  
(Date of Deposit) Richard J. Ward, Jr.

Registration No. 1,783,801

By Walter G. Maxwell  
Walter G. Maxwell  
626/795-9900

By Russell R. Palmer, Jr.  
Russell R. Palmer, Jr.  
626/795-9900

RJW/clb

Enclosures: Application to Withdraw (two copies)  
Reciprocal Authorization Re Withdrawal

cc: Lifetech Resources LLC

CLB PAS602238.1-\* -01/10/05 2:56 PM

THE UNITED STATES PATENT AND TRADEMARK OFFICE

RECIPROCAL AUTHORIZATION RE WITHDRAWAL OF ATTORNEYS  
UNDER 37 C.F.R. § 1.36

To facilitate and to enable the undersigned persons (each of whom is or has been associated with the firm Christie, Parker & Hale) to withdraw as attorneys of record in any matter before the Patent and Trademark Office in any patent, design patent or trademark matter in which any of the undersigned persons have been appointed as principal attorneys, each of the undersigned persons hereby authorizes and appoints any three (3) of the undersigned persons as agents and representatives in connection with the withdrawal as attorneys of record in any such matter, and to sign a request for leave to withdraw as attorneys of record in any such matter under 37 CFR § 1.36.

C. Russell Hale  
C. Russell Hale  
Reg. No. 16,299

R. William Johnston  
R. William Johnston  
Reg. No. 17,968

Andrew J. Belansky  
Andrew J. Belansky  
Reg. No. 19,103

H. Roy Spielman  
H. Roy Spielman  
Reg. No. 17,313

D. Bruce Prout  
D. Bruce Prout  
Reg. No. 20,958

Edwin L. Hartz  
Edwin L. Hartz  
Reg. No. 24,166

Hayden A. Carrey  
Hayden A. Carrey  
Reg. No. 22,653

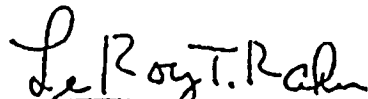
Richard S. Ward, Jr.  
Richard S. Ward, Jr.  
Reg. No. 24,187

Russell R. Palmer, Jr.  
Russell R. Palmer, Jr.  
Reg. No. 22,994

E. Roderick Cline  
E. Roderick Cline  
Reg. No. 23,046

Reciprocal Authorization Re  
Withdrawal of Attorneys

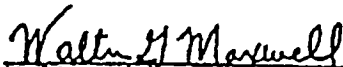
Page 2



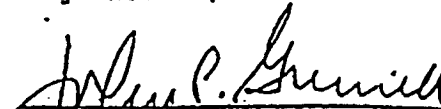
LeRoy T. Rahn  
Reg. No. 20,356



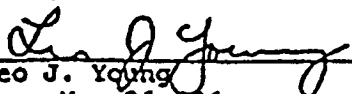
Richard D. Seibel  
Reg. No. 22,134



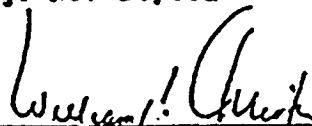
Walter G. Maxwell  
Reg. No. 25,355



John P. Grinnell  
Reg. No. 24,001



Leo J. Young  
Reg. No. 26,066



William P. Christie  
Reg. No. 29,371



David A. Dillard  
Reg. No. 30,831



Philip J. Anderson  
Reg. No. 29,887



William G. Lane  
Reg. No. 24,761



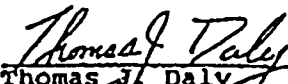
Frederick Gotha  
Reg. No. 27,693




James A. Henricks  
Reg. No. 31,168



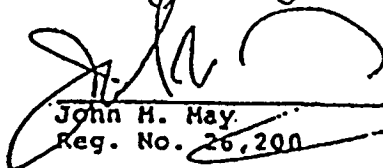
Carol K. Samek  
Reg. No. 31,660



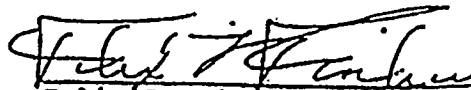
Thomas J. Daly  
Reg. No. 32,213



Carl Kustin  
Reg. No. 24,106



John H. May  
Reg. No. 26,200



Felix L. Fischer  
Reg. No. 31,614



Reciprocal Authorization Re  
Withdrawal of Attorneys

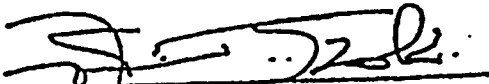
Page 3



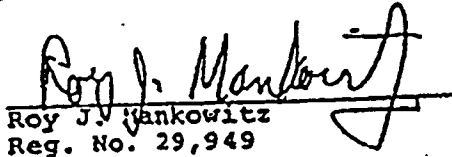
Marcia A. Devon  
Reg. No. 31,947



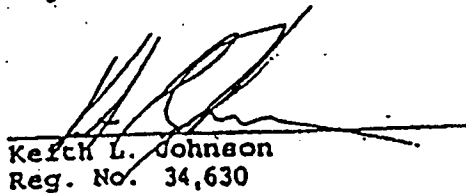
Gordon R. Lindeen, III  
Reg. No. 33,192



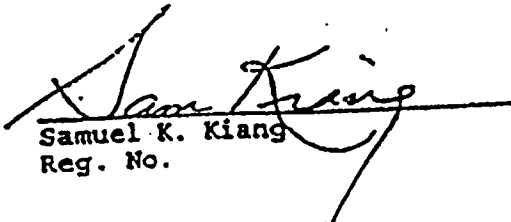
Joseph E. Szabo  
Reg. No. 22,687



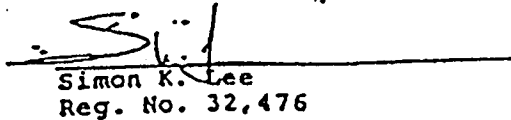
Roy J. Mankowitz  
Reg. No. 29,949




Keith L. Johnson  
Reg. No. 34,630



Samuel K. Kiang  
Reg. No.



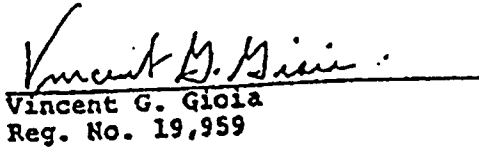
Simon K. Lee  
Reg. No. 32,476



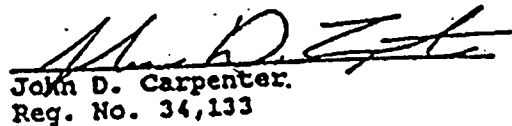
Grant T. Langton  
Reg. No. 39,739



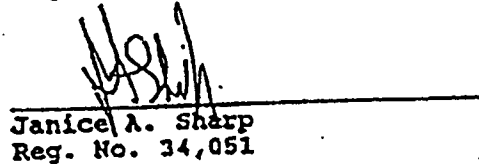
David L. Hoffman  
Reg. No. 32,469



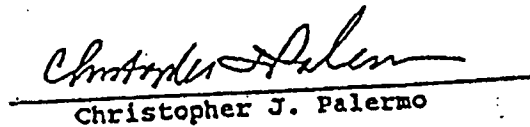
Vincent G. Gioia  
Reg. No. 19,959



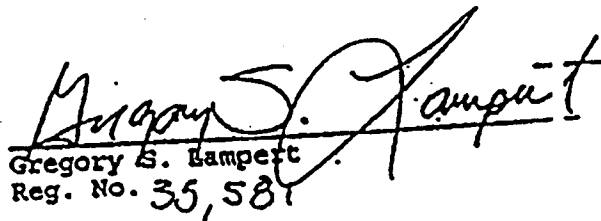
John D. Carpenter  
Reg. No. 34,133



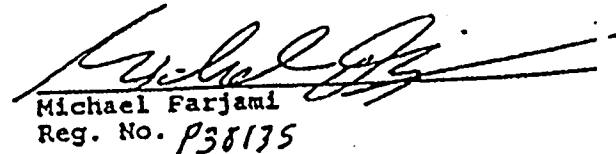
Janice A. Sharp  
Reg. No. 34,051



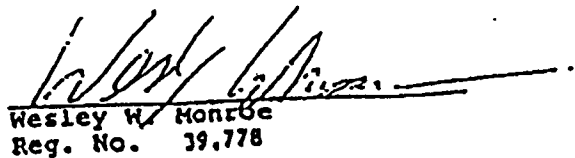
Christopher J. Palermo



Gregory S. Lampert  
Reg. No. 35,581




Michael Farjami  
Reg. No. P38135

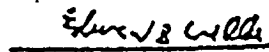



Wesley W. Monroe  
Reg. No. 39,778


Reciprocal Authorization Re  
Withdrawal of Attorneys


Page 4

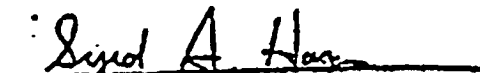
  
David A. Plumley  
Reg. No. 37,208


  
Edward B. Weller  
Reg. No. 37,468

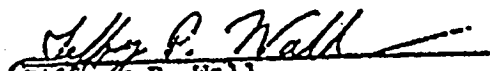
  
William B. Slate  
Reg. No. 37,238

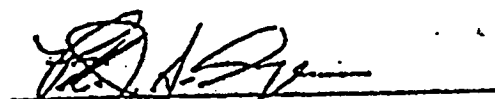
  
Edward R. Schwartz  
Reg. No. 31,135

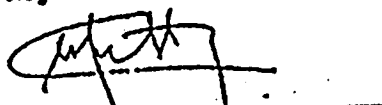
  
R. Dabney Eastham  
Reg. No. 31,247

  
Syed A. Hasan  
Reg. No. 41,057


  
Lee W. Tower  
Reg. No. 30,229

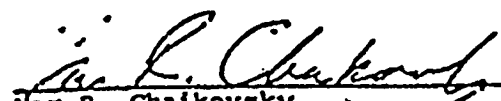
  
Jeffrey P. Wall  
Reg. No. 38,357

  
Patrick J. S. Anouye  
Reg. No. 40,297

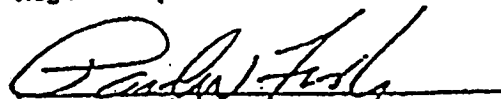
  
Constantine Marantidis  
Reg. No. 39,759

  
Theodore A. Planko  
Reg. No.

  
John W. Eldredge  
Reg. No. 37,613

  
Yar R. Chaikovsky  
Reg. No. 39,625

  
Roderick G. Norman  
Reg. No.

  
Paul W. Fish  
Reg. No. 22,435

  
William J. O'Brien  
Reg. No.

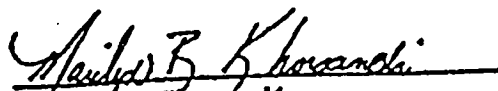


Reciprocal Authorization Re  
Withdrawal of Attorneys

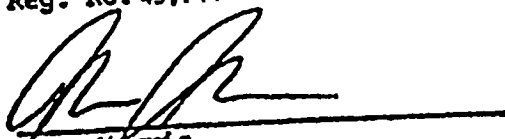
Page 5




Kyle L. Elliott  
Reg. No. 39,485



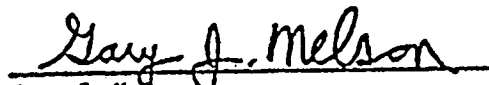
Mariya R. Khorsandi  
Reg. No. 45,744



Marc Morris  
Reg. No. 38,976



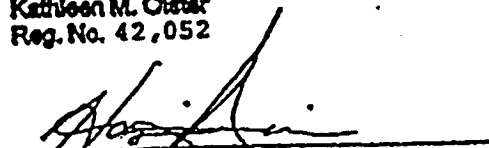
Mark C. Scarsi  
Reg. No.



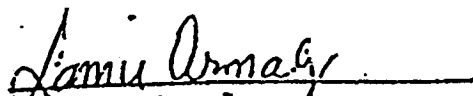
Gary J. Nelson  
Reg. No. 44,257



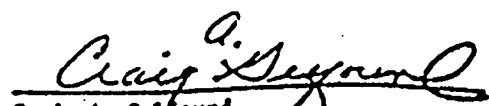
Kathleen M. Oister  
Reg. No. 42,052



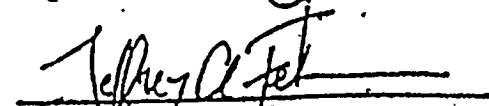
Hazim H. Ansari  
Reg. No. 40,896



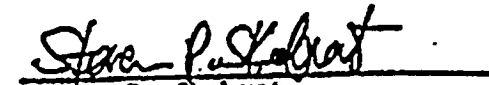
Samir B. Armaly  
Reg. No. 40,898



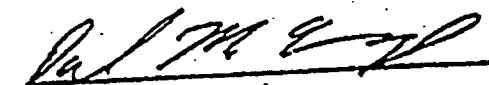
Craig A. Gelfound  
Reg. No. 41,032



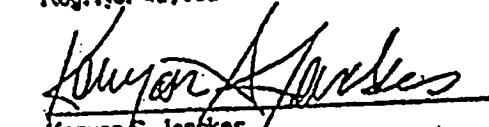
Jeffrey K. Fehervari  
Reg. No.



Steven P. Skabrat  
Reg. No. 36,279



Daniel M. Cavanagh  
Reg. No. 41,661



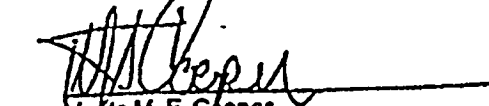
Kenyon S. Jenckes  
Reg. No. 41,873



Josephine E. Chang  
Reg. No. 46,083




Robert D. Rowlett  
Reg. No. 41,279

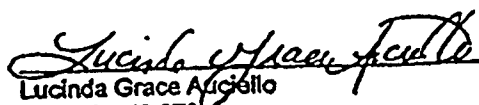



Monte M. F. Cooper  
Reg. No.

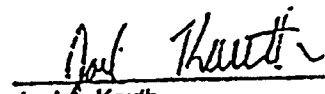
Reciprocal Authorization Re  
Withdrawal of Attorneys


Page 6

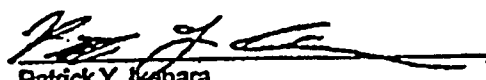
  
Molly A. Holman  
Reg. No. 40,002


  
Lucinda Grace Aiello  
Reg. No. 42,270


  
Norman E. Carls  
Reg. No. 30,455


  
Joel A. Kauth  
Reg. No. 41,886

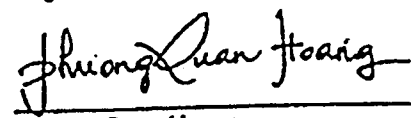
  
Albert J. Harms, Jr.  
Reg. No. 46,123

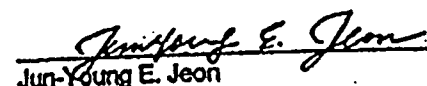
  
Patrick Y. Ikehara  
Reg. No. 42,681

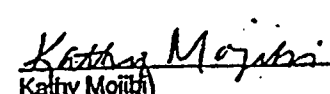
  
Mark Garscia  
Reg. No. 31,953


  
Peter J. Reitan  
Reg. No.

  
Raymond R. Tabandeh  
Reg. No. 43,945

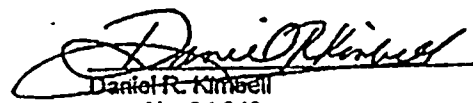
  
Phuong-Quan Hoang  
Reg. No. 41,839

  
Jun-Young E. Jeon  
Reg. No. 43,693

  
Kathy Mojib  
Reg. No. 41,409

  
James E. Doroshov

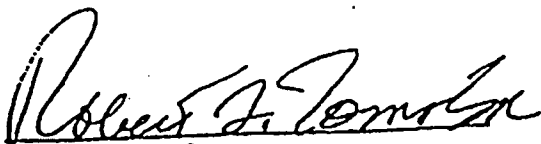
  
Gary S. Dukarich


  
Daniel R. Kimbell  
Reg. No. 34,849

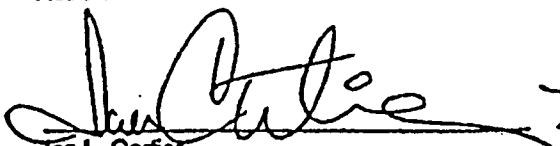
  
Theresa W. Middlebrook


Reciprocal Authorization Re  
Withdrawal of Attorneys

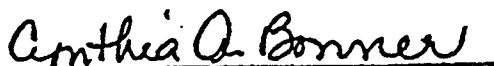
Page 7

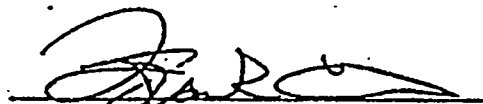
  
Robert L. Toms, Sr.

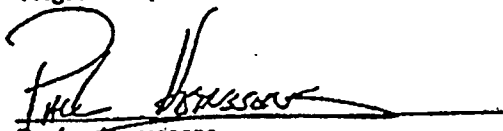
  
John F. O'Rourke  
Reg. No. 38,985

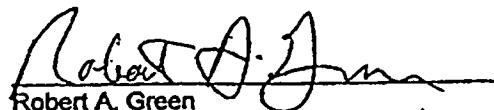
  
Ian L. Cartier  
Reg. No. 38,406

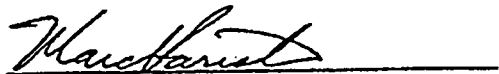
  
Richard J. Paolulan  
Reg. No. 28,248

  
Cynthia A. Bonner  
Reg. No. 44,548

  
Frank L. Cline  
Reg. No. 42,419


  
Paul Heynssens  
Reg. No. 47,648

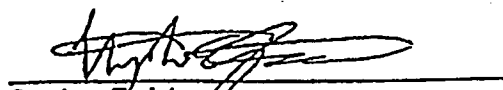
  
Robert A. Green  
Reg. No. 28,301

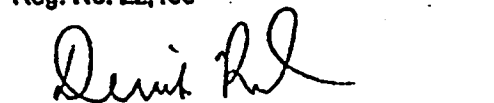
  
Marc A. Karish  
Reg. No. 44,816


  
Alan M. Kindred

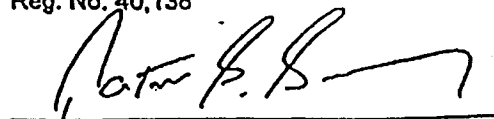
  
Charles A. Halloran  
Reg. No.

  
Harold E. Wurst  
Reg. No. 22,183

  
Stephen E. Johnson  
Reg. No. 45,916


  
Derrick W. Reed  
Reg. No. 40,138

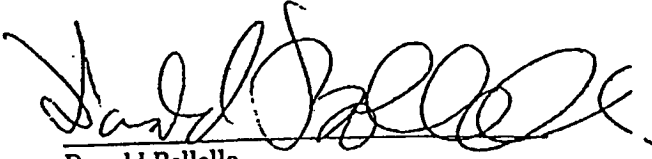
  
Peter A. Nichols  
Reg. No. 47,822

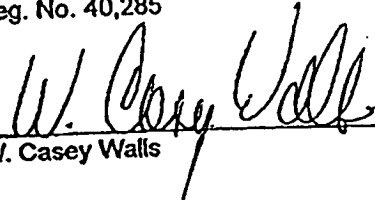
  
Patrick S. Schoenburg


Reciprocal Authorization Re  
Withdrawal of Attorneys

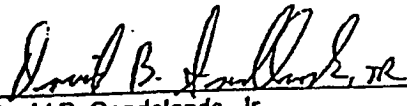
Page 8

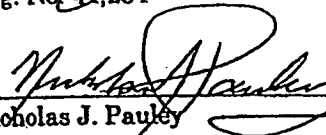
  
Stephen D. Burbach  
Reg. No. 40,285

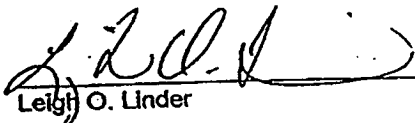
  
Donald Bollella  
Reg. No. 35,451

  
W. Casey Walls

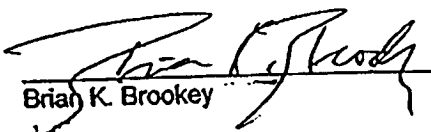
  
John W. Peck  
Reg. No. 44,284

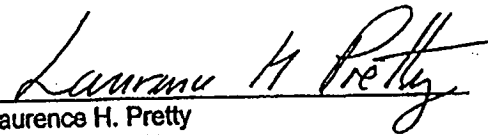
  
David B. Sandelands, Jr.  
Reg. No. 46,023

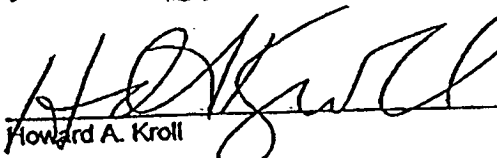
  
Nicholas J. Pauley  
Reg. No. 44,999


  
Leigh O. Linder

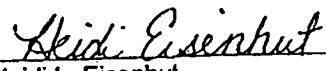
  
Mark J. Marcelli  
Reg. No. 86,598

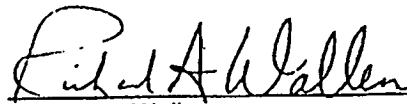
  
Brian K. Brookey

  
Laurence H. Pretty  
Reg. No. 25,312

  
Howard A. Kroll

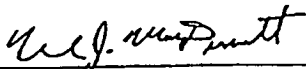
  
Robert A. Schroeder  
Reg. No. 25,373

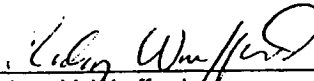
  
Heidi L. Eisenhut  
Reg. No. 46,812

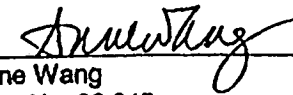
  
Richard A. Wallen  
Reg. No. 22,671

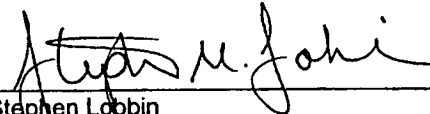
RECIPROCAL AUTHORIZATION RE  
WITHDRAWAL OF ATTORNEYS

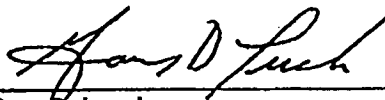
Page 9

  
Michael J. MacDermott  
Reg. No. 29,946

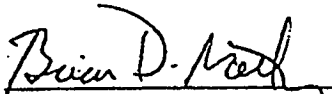
  
Rodney V. Warford  
Reg. No. 51,304

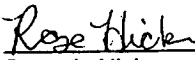
  
Anne Wang  
Reg. No. 36,045


  
Stephen Lobb  
Reg. No. 41,159

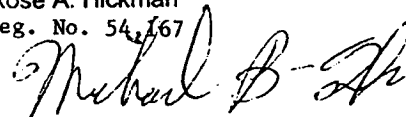
  
Gary D. Lueck

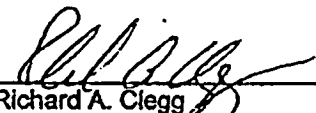
  
Ksenya Medvedev  
Reg. No.

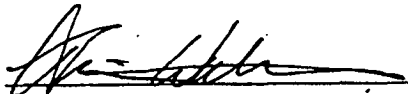
  
Brian D. Martin  
Reg. No. 47,771


  
Rose A. Hickman  
Reg. No. 54,167

  
James M. Collison

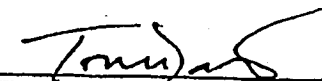
  
Michael B. Farber  
Reg. No. 32,612


  
Richard A. Clegg  
Reg. No. 33,485

  
Brian Wacter  
Reg. No.

  
Natu J. Patel  
Reg. No. 39,559

  
Brian L. Yates  
Reg. No.

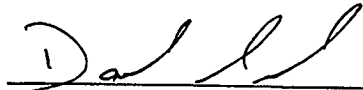
  
Tom H. Dao  
Reg. No. 44,641

  
Oliver S. Bajracharya  
Reg. No. 55,905



RECIPROCAL AUTHORIZATION RE  
WITHDRAWAL OF ATTORNEYS

Page 10



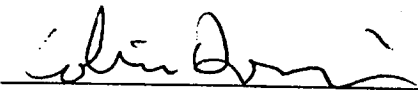
David J. Steele  
Reg. No. 47,317

Reg. No.



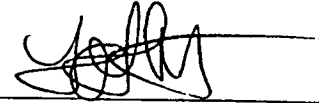
Peter C. Hsueh  
Reg. No. 45,574

Reg. No.



Colin T. Dorrian  
Reg. No. 54,658

Reg. No.



Lauren E. Schneider  
Reg. No.

Reg. No.

Reg. No.

Reg. No.

Reg. No.

Reg. No.

Reg. No.

Reg. No.

Reg. No.

nk F:\USERS\NKR\RECIPROCAL\WITHDRAW.FRM

---

Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3514  
[www.uspto.gov](http://www.uspto.gov)

REGISTRATION NO: 1783801    SERIAL NO: 74/341429    MAILING DATE: 07/30/2003  
REGISTRATION DATE: 07/27/1993  
MARK: SKINTELLIGENCE  
REGISTRATION OWNER: CARIERI, RICHARD A.

**CORRESPONDENCE ADDRESS:**

RICHARD J. WARD, JR.  
CHRISTIE PARKER & HALE LLP  
PO BOX 7068  
PASADENA CA 91109-7068

## **NOTICE OF ACCEPTANCE**

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION  
MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

**ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.**

\*\*\*\*\*

## **NOTICE OF RENEWAL**

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION  
MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059.

**ACCORDINGLY, THE REGISTRATION IS RENEWED.**

\*\*\*\*\*

**THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):**  
003.

SMITH, WYE J  
PARALEGAL SPECIALIST  
POST-REGISTRATION DIVISION  
(703)308-9500

**PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION  
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION**  
ORIGINAL

---

## **REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION**

### **I) SECTION 8: AFFIDAVIT OF CONTINUED USE**

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

**Failure to file the Section 8 Affidavit will result in the cancellation of the registration.**

### **II) SECTION 9: APPLICATION FOR RENEWAL**

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration.

**Failure to file the Application for Renewal will result in the expiration of the registration.**

**NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.**

5

TRADEMARK  
Docket No. 34183/RJW/L278

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
COMBINED APPLICATION FOR RENEWAL OF REGISTRATION  
UNDER SECTION 9, AND  
DECLARATION OF USE UNDER SECTION 8

Mark : SKINTELLIGENCE ✓  
Registration No. : 1,783,801 ✓  
Registered : July 27, 1993 ✓  
Class(es) : 3

COMMISSIONER FOR TRADEMARKS:

74

The applicant for renewal of the above-identified registration is Richard A. Carieri, an individual registrant, residing at 9540 Cozycroft Avenue, Chatsworth, California 91311. The applicant requests that the above-identified registration, granted on July 27, 1993, which applicant now owns, as shown by records in the U.S. Patent and Trademark Office, be renewed in accordance with the provisions of Section 9 of the Act of July 5, 1946.

I, Richard A. Carieri, the undersigned, declare that I am of renewal applicant and am authorized to make this declaration for and on behalf of said applicant; and that the mark shown in the registration is still in use in commerce on or in connection with the following goods identified in the registration: COSMETICS; NAMELY, SKIN CLEANSER PREPARATIONS, SKIN FRESHENER PREPARATIONS, SKIN MOISTURIZER, TONING LOTION, EMOLLIENT CREAM, TONING MASK, SHAVING CLEANSER PREPARATIONS, EYE TONING GEL, FACE MAKEUP, BODY SHAMPOO, HAIR SHAMPOO, HAIR CONDITIONER, the attached specimen showing the mark as currently used.

06/06/2003 KGBRONG 00000141 1783801

01 FD:6205  
02 FD:6201

100.00 OP ✓  
400.00 OP ✓

-1-

Handwritten correspondence is being deposited with the  
U.S. Patent and Trademark Office first class mail in an envelope addressed to  
Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA  
5/12/03  
Richard A. Carieri

Registration No. 1,783,801

### POWER OF ATTORNEY

Applicant hereby appoints the following members of the Bar and attorneys of the law firm Christie, Parker & Hale, LLP, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection with this Registration:

<i>atty</i> D. Bruce Prout	Mark Garscia	Joel A. Kauth	Tom H. Dao
Richard J. Ward, Jr.	Syed A. Hasan	Patrick Y. Ikehara	Frank L. Cire
LeRoy T. Rahn	Harold E. Wurst	Charles R. Halloran	Rodney V. Warfford
Walter G. Maxwell	Robert A. Green	Raymond R. Tabandeh	David J. Bailey
William P. Christie	Howard A. Kroll	Gary S. Dukarich	Rose A. Hickman
David A. Dillard	Richard A. Wallen	Cynthia A. Bonner	Ksenya Medvedev
Thomas J. Daly	Michael J. MacDermott	Jun-Young E. Jeon	R. William. Johnston
Vincent G. Gioia	Anne Wang	Peter A. Nichols	Hayden A. Carney
Theodore A. Pianko	Constantine Marantidis	Stephen D. Burbach	Russell R. Palmer, Jr.
Edward R. Schwartz	Daniel R. Kimbell	Brian K. Brookey	Richard D. Seibel
John D. Carpenter	Daniel M. Cavanagh	Mark J. Marcelli	Theresa W. Middlebrook
Wesley W. Monroe	Gary J. Nelson	David J. Steele	Richard J. Paciulan
David A. Plumley	Kathleen M. Olster	John W. Peck	Richard A. Clegg
Gregory S. Lampert	Josephine E. Chang	Brian L. Yates	

The authority under this Power of Attorney of each person named above shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to that law firm.

*CD* Please address all correspondence and the renewal certificate to **CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068, Pasadena, CA 91109-7068.**

### DECLARATION

I, the undersigned, declare further that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the aforesaid registration and this renewal application.

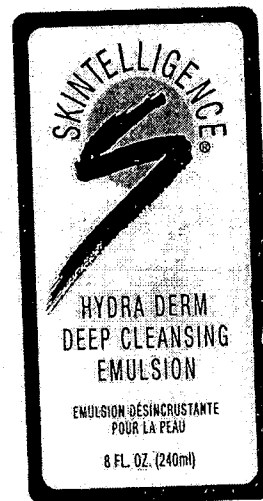
Date 5/5/03

RJW/mas  
MAS PAS502708.1-5/2/03 6:25 PM

Richard A. Carieri  
Richard A. Carieri

Richard J. Ward, Jr.  
Christie, Parker & Hale, LLP  
P.O. Box 7068  
Pasadena, CA 91109-7068

Docket No. : 34183  
Mark : SKININTELLIGENCE  
Class(es) : 3  
Applicant : Richard A. Carieri  
Specimens : One (1)



# Incoming Correspondence Routing Sheet

To: Post Registration (PRU)

Word Mark: SKINTELLIGENCE

Reg. No.: 1783801



Serial No: 74341429



Mail Date: 05152003



Doc. Type: Combined Section 8 and 9



---

Fee

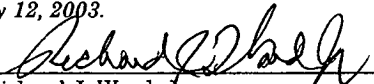
RAM Mail Date: 051503



*W*

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
COMBINED RENEWAL APPLICATION  
AND DECLARATION OF USE TRANSMITTAL

*I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3514 on May 12, 2003.*

  
Richard J. Ward, Jr.

Box POST REG FEE  
Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3514

May 12, 2003

Commissioner:

Enclosed for filing are:

1. A combined renewal application and declaration of use for the following registration:

Mark : SKINTELLIGENCE  
Reg. No. : 1,783,801  
Registered : July 27, 1993  
Class(es) : 3  
Registrant : Richard A. Carieri

2. One specimen of the mark as used.
3. A check for \$500.00 for the filing fee.

Any deficiency in or overpayment of fees for this transaction should be charged or credited to Deposit Account No. 03-1728. Please show our docket number with any Deposit Account transaction. A copy of this letter is enclosed.

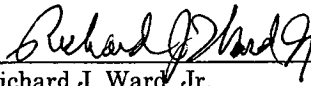


Registration No. 1,783,801

Please address all correspondence to **CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068,  
Pasadena, California 91109-7068.**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

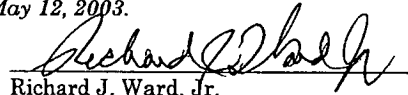
By   
Richard J. Ward, Jr.  
626/795-9900

RJW/clb  
CLB PAS504170.1-\*5/12/03 2:31 PM

TRADEMARK  
Docket No. 34183/RJW/L278

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
COMBINED RENEWAL APPLICATION  
AND DECLARATION OF USE TRANSMITTAL

*I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3514 on May 12, 2003.*

  
Richard J. Ward, Jr.

Box POST REG FEE  
Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3514

May 12, 2003

Commissioner:

Enclosed for filing are:

1. A combined renewal application and declaration of use for the following registration:

Mark : SKINTELLIGENCE  
Reg. No. : 1,783,801  
Registered : July 27, 1993  
Class(es) : 3  
Registrant : Richard A. Carieri

2. One specimen of the mark as used.
3. A check for \$500.00 for the filing fee.

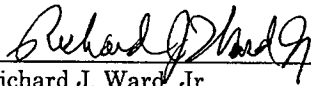
Any deficiency in or overpayment of fees for this transaction should be charged or credited to Deposit Account No. 03-1728. Please show our docket number with any Deposit Account transaction. A copy of this letter is enclosed.

Registration No. 1,783,801

Please address all correspondence to **CHRISTIE, PARKER & HALE, LLP**, P.O. Box 7068,  
Pasadena, California 91109-7068.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

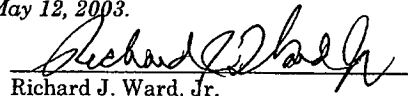
By   
Richard J. Ward, Jr.  
626/795-9900

RJW/clb  
CLB PAS504170.1-\*5/12/03 2:31 PM

TRADEMARK  
Docket No. 34183/RJW/L278

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
COMBINED RENEWAL APPLICATION  
AND DECLARATION OF USE TRANSMITTAL

*I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3514 on May 12, 2003.*

  
Richard J. Ward, Jr.

Box POST REG FEE  
Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3514

May 12, 2003

Commissioner:

Enclosed for filing are:

1. A combined renewal application and declaration of use for the following registration:

Mark : SKINTELLIGENCE  
Reg. No. : 1,783,801  
Registered : July 27, 1993  
Class(es) : 3  
Registrant : Richard A. Carieri

2. One specimen of the mark as used.
3. A check for \$500.00 for the filing fee.

Any deficiency in or overpayment of fees for this transaction should be charged or credited to Deposit Account No. 03-1728. Please show our docket number with any Deposit Account transaction. A copy of this letter is enclosed.

Registration No. 1,783,801

Please address all correspondence to CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068,  
Pasadena, California 91109-7068.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By Richard J. Ward, Jr.  
Richard J. Ward, Jr.  
626/795-9900

RJW/clb

CLB PAS504170.1-\*5/12/03 2:31 PM

TRADEMARK  
Docket No. 34183/RJW/L278

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
COMBINED APPLICATION FOR RENEWAL OF REGISTRATION  
UNDER SECTION 9, AND  
DECLARATION OF USE UNDER SECTION 8

Mark : SKINTELLIGENCE  
Registration No. : 1,783,801  
Registered : July 27, 1993  
Class(es) : 3

COMMISSIONER FOR TRADEMARKS:

The applicant for renewal of the above-identified registration is Richard A. Carieri, an individual registrant, residing at 9540 Cozycroft Avenue, Chatsworth, California 91311. The applicant requests that the above-identified registration, granted on July 27, 1993, which applicant now owns, as shown by records in the U.S. Patent and Trademark Office, be renewed in accordance with the provisions of Section 9 of the Act of July 5, 1946.

I, Richard A. Carieri, the undersigned, declare that I am of renewal applicant and am authorized to make this declaration for and on behalf of said applicant; and that the mark shown in the registration is still in use in commerce on or in connection with the following goods identified in the registration: COSMETICS; NAMELY, SKIN CLEANSER PREPARATIONS, SKIN FRESHENER PREPARATIONS, SKIN MOISTURIZER, TONING LOTION, EMOLLIENT CREAM, TONING MASK, SHAVING CLEANSER PREPARATIONS, EYE TONING GEL, FACE MAKEUP, BODY SHAMPOO, HAIR SHAMPOO, HAIR CONDITIONER, the attached specimen showing the mark as currently used.

I hereby certify that this correspondence is being deposited with the  
U.S. Patent and Trademark Office by first class mail in an envelope addressed to  
Commissioner of Patents and Trademarks, 2900 Crystal Drive, Arlington, VA  
22202-4342  
5/12/03  
Richard A. Carieri

Registration No. 1,783,801

### POWER OF ATTORNEY

Applicant hereby appoints the following members of the Bar and attorneys of the law firm Christie, Parker & Hale, LLP, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection with this Registration:

D. Bruce Prout	Mark Garscia	Joel A. Kauth	Tom H. Dao
Richard J. Ward, Jr.	Syed A. Hasan	Patrick Y. Ikehara	Frank L. Cire
LeRoy T. Rahn	Harold E. Wurst	Charles R. Halloran	Rodney V. Warfford
Walter G. Maxwell	Robert A. Green	Raymond R. Tabandeh	David J. Bailey
William P. Christie	Howard A. Kroll	Gary S. Dukarich	Rose A. Hickman
David A. Dillard	Richard A. Wallen	Cynthia A. Bonner	Ksenya Medvedev
Thomas J. Daly	Michael J. MacDermott	Jun-Young E. Jeon	R. William. Johnston
Vincent G. Gioia	Anne Wang	Peter A. Nichols	Hayden A. Carney
Theodore A. Pianko	Constantine Marantidis	Stephen D. Burbach	Russell R. Palmer, Jr.
Edward R. Schwartz	Daniel R. Kimbell	Brian K. Brookey	Richard D. Seibel
John D. Carpenter	Daniel M. Cavanagh	Mark J. Marcelli	Theresa W. Middlebrook
Wesley W. Monroe	Gary J. Nelson	David J. Steele	Richard J. Paciulan
David A. Plumley	Kathleen M. Olster	John W. Peck	Richard A. Clegg
Gregory S. Lampert	Josephine E. Chang	Brian L. Yates	

The authority under this Power of Attorney of each person named above shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to that law firm.


Please address all correspondence and the renewal certificate to **CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068, Pasadena, CA 91109-7068.**

### DECLARATION

I, the undersigned, declare further that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the aforesaid registration and this renewal application.

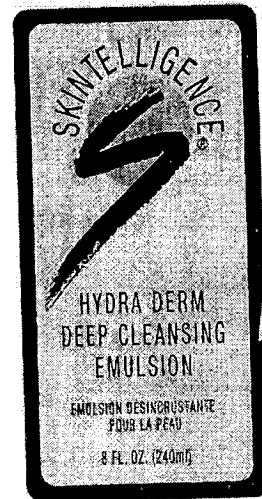
Date 5/5/03

RJW/mas  
MAS PAS502708.1\*-5/2/03 6:25 PM

  
Richard A. Carieri

Richard J. Ward, Jr.  
Christie, Parker & Hale, LLP  
P.O. Box 7068  
Pasadena, CA 91109-7068

Docket No. : 34183  
Mark : SKININTELLIGENCE  
Class(es) : 3  
Applicant : Richard A. Carieri  
Specimens : One (1)





11/341429

NEW CASE DELIVERED

MAR - 5 1993

LAW OFFICE 12

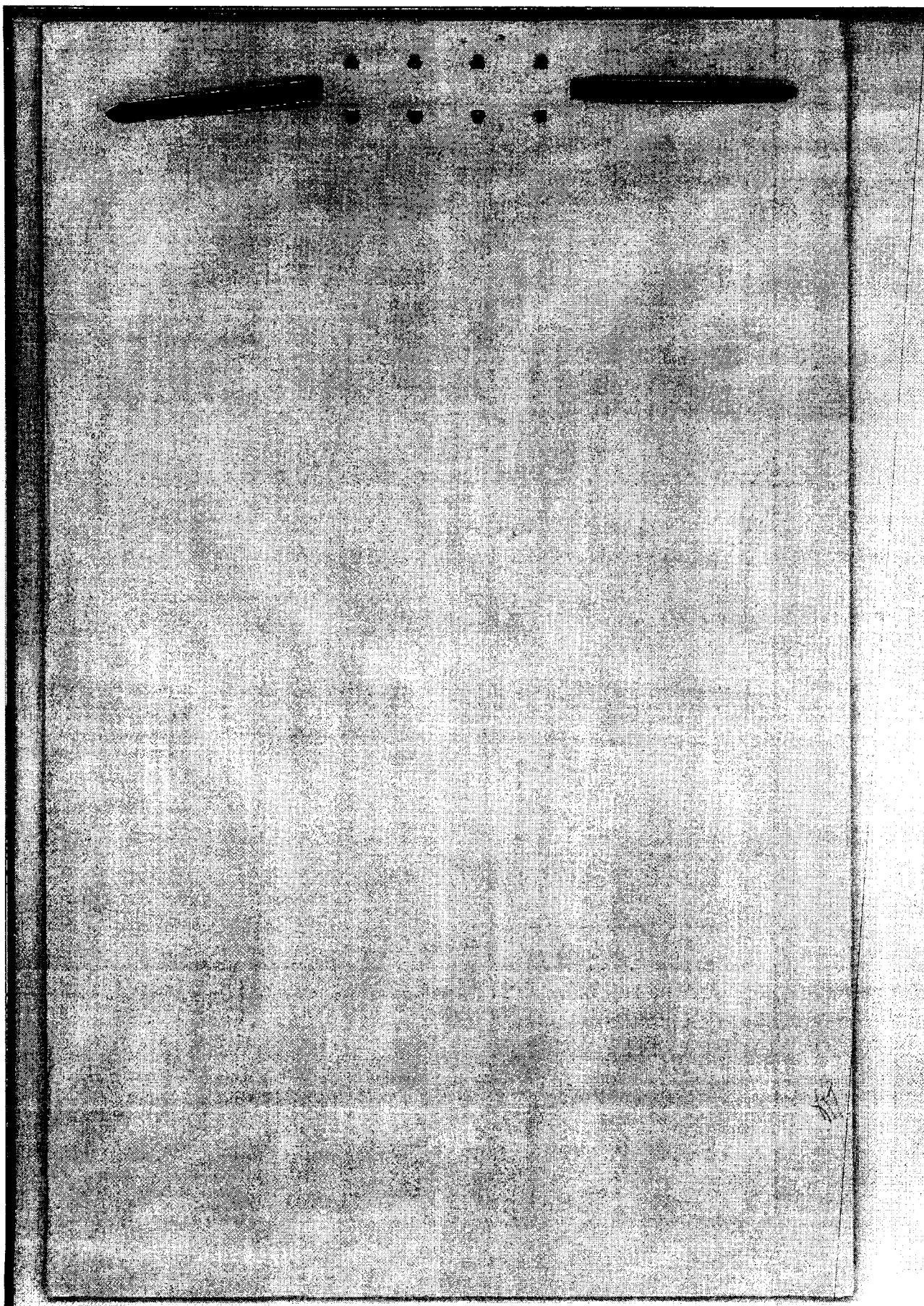


CONTENTS

3

Entry	Date	Initials
1. EcAmolt A	MAR 10 1993	
2. NOFP	MAR 12 1993	
3. Ben. Sp. B. 7/100	6-8-99	PC
4. Section 8 & 9	5/15/03	HES
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		
26.		
27.		
28.		
29.		
30.		

☐ See inside of file for additional entries.





70

TGS

MAR 26 1993

PTO-102L

PTO-102L (REV. 12/82)  
U.S. DEPT. OF COMMERCE  
Patent and Trademark Office

PTO-102L

1. REG. NO. <b>1783801</b>		3. MARK <b>SKINTELLIGENCE</b>		4. SER. NO. <b>741341429</b>	
2. REG. DATE <b>JUL 27 1993</b>				5. REGISTER <b>PRINCIPAL</b>	
6. INTERNATIONAL CLASS <b>3</b>		7. PRIOR U.S. CLASS <b>51-52</b>		8. FILING DATE <b>12/21/92</b>	
				9. LAW OFFICE <b>12</b>	
10. APPLICANT AND POST OFFICE <b>CARRIERI, RICHARD A. 21822 Lassen Street, Suite "L" Chatsworth, CALIFORNIA 91311 INDIVIDUAL UNITED STATES CITIZEN</b>				16. EXAMINING ATTORNEY <b>Jeff Smith</b>	
				17. TYPE OF MARK <b>TRADE MARK</b>	
				18. FIRST USE <b>ILL 003 05/19/1990</b>	
11. CORRESPONDENCE ADDRESS <del>2940 Stevenson Boulevard, Suite 402 Woodland Hills, California 91367</del>				19. IN COMMERCE <b>ILL 003 05/19/1990</b>	
12. DOMESTIC REPRESENTATIVE				20. FOREIGN REG. AND APPL. DATA	
13. APPLICANT'S ATTORNEY <del>Anthony D. Corniani</del>					
15. GOODS - SERVICES <b>003-cosmetics; namely, skin cleaner, skin freshener, skin moisturizer, toning lotion, emollient cream, toning mask, shaving cleanser, eye toning gel, face make up body shampoo, hair shampoo, hair conditioner</b>					
21. OTHER DATA					
PTO-102L (REV. 12/82) U.S. DEPT. OF COMMERCE - PATENT AND TRADEMARK OFFICE <span style="float: right;">900</span>					

22. AMENDED	PRINCIPAL REGISTER		25. Examiner <b>Jeff Smith</b>
			26. Section 1(C) Accepted <b>Jeff Smith</b>
			27. Section 1(D) Accepted
23. AFFIDAVIT	Section 8 <b>C.R. Skel</b>	28. Approved for Publication <b>Jeff Smith 2/11/93</b>	
	Section 15 <b>C.R. Skel</b>	29. Approved for Supplemental Registration	
24. RENEWAL	Approved for Renewal <b>Jeff Smith</b>	30. O.G. Date	
	Renewed From <b>July 27, 2003</b>		
		<b>PUBLISHED MAY 04 1993</b>	
		<input type="checkbox"/> Less Goods	

USCOMM 10-89 3/93

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-07-19 13:46:00 ET**

**Serial Number:** 74341429 Assignment Information      Trademark Document Retrieval

**Registration Number:** 1783801

**Mark (words only):** SKINTELLIGENCE

**Standard Character claim:** No

**Current Status:** The registration has been renewed.

**Date of Status:** 2003-07-30

**Filing Date:** 1992-12-21

**Transformed into a National Application:** No

**Registration Date:** 1993-07-27

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 12

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-09-25

---

#### LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. LIFETECH RESOURCES, LLC

**Address:**

LIFETECH RESOURCES, LLC  
9540 COZYCROFT AVENUE  
CHATSWORTH, CA 91311  
United States

**Legal Entity Type:** Limited Liability Company  
**State or Country Where Organized:** California

---

#### GOODS AND/OR SERVICES

---

**International Class:** 003

**Class Status:** Active

cosmetics; namely, skin cleanser preparations, skin freshener preparations, skin moisturizer, toning lotion, emollient cream, toning mask, shaving cleanser preparations, eye toning gel, face makeup body shampoo, hair shampoo, hair conditioner

**Basis:** 1(a)

**First Use Date:** 1990-05-19

**First Use in Commerce Date:** 1990-05-19

---

### ADDITIONAL INFORMATION

(NOT AVAILABLE)

---

### MADRID PROTOCOL INFORMATION

**USPTO Reference Number:** A0023669

**International Registration Number:** 1072359

**International Registration Date:** 2011-03-11

**Original Filing Date with USPTO:** 2011-03-11

**International Registration Status:** Application For IR Registered By IB

**Date of International Registration Status:** 2011-04-21

**International Registration Renewal Date:** 2021-03-11

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

04-21-2011 - 20:47:00 - Application For IR Registered By IB

03-14-2011 - 21:07:28 - IR Certified And Sent To IB

03-14-2011 - 12:30:41 - Manually Certified

03-11-2011 - 20:16:19 - New Application For IR Received

---

### PROSECUTION HISTORY

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-03-17 - Automatic Update Of Assignment Of Ownership

2007-09-25 - Case File In TIGRS

2006-10-09 - Review Of Correspondence Complete

2005-03-07 - PAPER RECEIVED

2003-07-30 - First renewal 10 year

2003-07-30 - Section 8 (10-year) accepted/ Section 9 granted

2003-05-15 - Combined Section 8 (10-year)/Section 9 filed

2003-05-15 - PAPER RECEIVED

1999-08-13 - Section 8 (6-year) accepted & Section 15 acknowledged

1999-03-08 - Section 8 (6-year) and Section 15 Filed

1993-07-27 - Registered - Principal Register

1993-05-04 - Published for opposition

1993-04-02 - Notice of publication

1993-03-11 - Approved for Pub - Principal Register (Initial exam)

1993-03-10 - Examiner's amendment mailed

1993-03-05 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

RICHARD J. WARD, JR.

**Correspondent**

RICHARD J. WARD, JR.

CHRISTIE PARKER & HALE LLP

PO BOX 7068

PASADENA CA 91109-7068

---